

O.J. SIMPSON'S SAGA • THE VANCOUVER RIOT

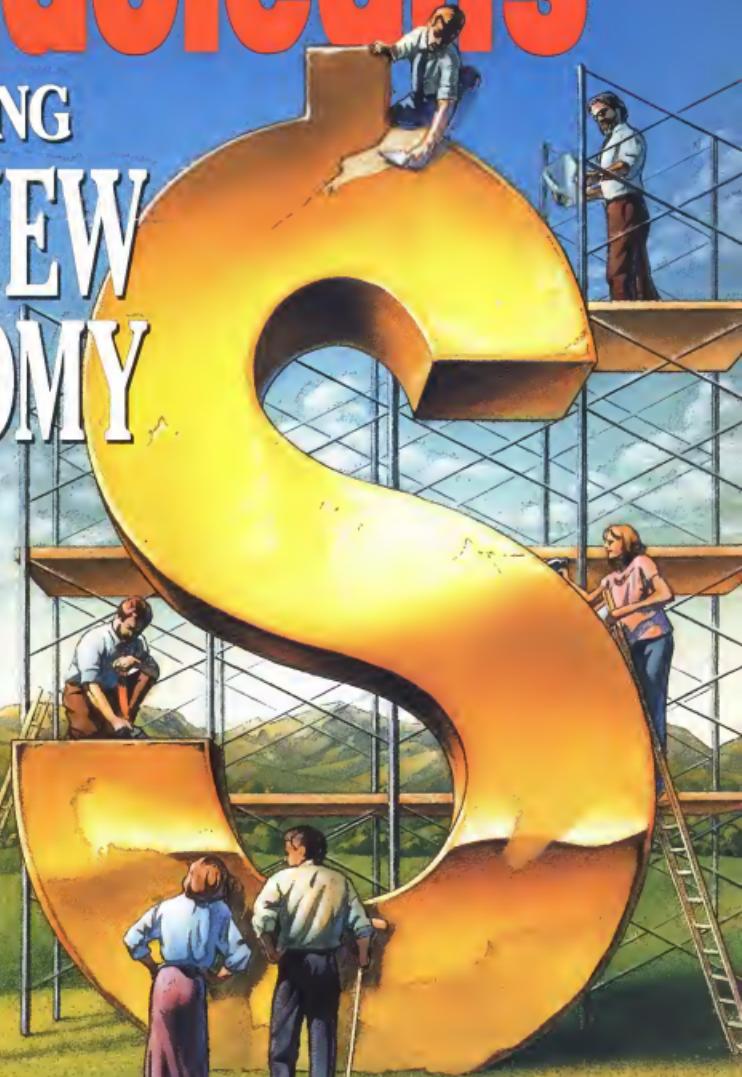
CANADA'S WEEKLY NEWSMAGAZINE

JUNE 27, 1994 \$3.50

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CANADA'S WEEKLY NEWSMAGAZINE  
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PHOTOGRAPH BY ANDREW HETHERINGTON FOR THE CANADIAN PRESS



## Fall of a legend

After a bizarre life-or-death flight across Los Angeles, free-swing—pursued by police and holding a gun to his head—football legend O.J. Simpson finally surrendered. The 46-year-old Hall of Famer will now face charges of brutally murdering his ex-wife, Nicole, and her friend Ronald Lyle Goldman.



## 'This is not Vancouver'

After the Canada lost the Stanley Cup to the New York Rangers, thousands of people rioted through the city's downtown core in a riot that shattered Vancouver's laid-back image off-field.



## The final days

A new book tells the moving story of Sue Rodriguez who, in defiance of the Supreme Court of Canada, had a doctor help her commit suicide last February at her home in Smiths, B.C. An excerpt focuses on her last two weeks, when her capacities were severely inhibited by a debilitating disease.



## Building the New Economy

Struggling to restore economic growth and return to prosperity, Canadian business is having to adapt to the demands of a New Economy. Companies are scrapping to integrate new technology, enter international markets and find double, well-versed workers. And job seekers are finding new ways to ensure their place in a fast-changing, shrinking workplace.



# For A New Canada

Mark Lévesque has learned exclusively that there is at least an immediate prescription for the file that bodes Canada in this troubling summer. It is a new version of *Voluscan* that goes in a bottle, mixed with the headwaters of the Recherche and Athabasca rivers. A very big dose should go to Lucien and Jacques Bourassa, the Quebec twins of separatists joined in the voice box in their liaison to Apple, the dollar and Canadian federalism. All must as much should go to Gordon Gibson, the irrepressible former British Columbia provincial leader who has published a guidebook in what will happen after Quebec becomes independent, from violence to the sinking of Ottawa in the Reding River. Several battles should be left in League halls around the land and at the desks of certain open-line executives who also act on dreams. And a whole case should go to those fearless executives and women who overturn our personal finances at the drop of a new poll or the heat of an ill-wind.

The point is, we are collectively lifting off a great idea here, the notion that, approaching the millennium, a gifted and civilized population can live in peace, giving a little to get along. Instead, we have the spectacle of a federal leader of the Opposition trying to break up the country, a separatist leader in Quebec who is trying to stifle debate about the consequences of his plan, and any number of brokers, brokers, agents and consultants yelling that the country is about to be "the war"—all the while that initiatives disappear, employment terminates and the economy starts to recover. Why can't the business leaders of the nation take a break?

**Johnson: the polls do not rule our as apart**



from the press, that widely recognized bottom of positive thinking?

The other reason for calm is that there is also a long-term solution.

It is the following:

- Step 1: In early fall, Premier Daniel Johnson's Quebec Liberals get re-elected. Admittedly, that is a long shot, but the current polls do not rule out an upset.
- Step 2A: *Pauline*-Bouchard gets a grip on themselves, stops trying to maximize dissenters and get elected. The dollar falls below 70 cents, a financial crisis ensues and Quebecers vote massively to defeat the referendum to separate.

• Step 2B: In either event, the federal government then will sit down with Quebec and the other provinces. And the inevitable and painful result will be a different kind of Canada. In a nutshell, provinces will have to be given more authority. But if they all get roughly the same deal, and Ottawa retains its voice on truly national concerns, it will work. The red cross is proof positive that Ottawa already has lost control of fishing, so why not have that over to the provinces who want it? Why not let Quebec have more control over matters that affect its distinct culture and the French language? Why not bring corporations under federal jurisdiction? Why not bring down the cost of living to a level where people can do something about them if they do not like them? Such a reconciliation is inevitable. It is the way of the world. The important thing is that Canada survives.

*Robert Lévesque*

**Maclean's**

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# LETTERS

## Separation anxiety

From your cover story on Bloc Québécois Leader Lucien Bouchard ("The spoiler," June 13), I got the impression that he is an intelligent and charming man who loves a challenge. You fail to mention this man has a challenge. He fails to mention this man has a challenge. His skills could close the gap between our people, many of whom have never set foot out of their own province. But alas, politicians are forever the pessimists and Canadians seem willing to follow them around blindly.

*Yassine Hafsi,  
Professor, Ryerson, Ont.*

Lucien Bouchard says he has discovered the passion of French Canadians. We should use this insight to understand more fully the history of Canada and its people, specifically our single-mindedness under fire.

*John Kinsella,  
Sarnia, Ont.*

It distresses me no end to see the leader of the Opposition to the government of Canada passionately promoting the breakup of this wonderful country, particularly when he goes abroad. Lucien Bouchard can be what he pleases in France, but when he represents this country internationally, we expect and demand that he be a deterrent. After all, where does his pay cheque come from?

*Lorraine E. Power,  
Princeton, N.J.*

One of the advantages of Quebec becoming a sovereign state is that Canadians will then be able to emigrate to a civilized country without having to cross an ocean to get there.

*Dele Hribar,  
Elbow Lake, Ont.*

## Easy rider

On Microsoft and Rogers CableSystems' bid plan to gas taxes to set up the first truly two-way electronic superhighway (C8, screen 12, June 13), Michael Emerson, Emerson Morrison, Canadian director of technical services, says that he still does not know how to set the timer on his VCR to tape *Information Please*—and yet he wants to make the two-way electronic superhighway possible enough that even the grandmothers can use it. I see a "grandmother" of 13 and if Mr.

*R. Lynn Condy,  
Sackville, N.B.*

## A thousand cuts

Diane French says that after just two hours of pressing the 1985 federal pads on an oasis document, she found \$3 billion worth of expenditures to cut, thereby reducing



**Bouchard:** an intelligent and charming man who loves a challenge

Nicollines has an Internet address. I'll go to my computer and tell him how to program his VCR.

*Bernice E. Hall,  
Thornbury, Ont.*

## 'Cursing society'

I would like to add a few more words

about adoption ("A few words about adoption," Guest Columns, May 31).

While it is hard to begin, an infertile couple the opportunity to adopt a child—a presumably willing and needful mother—such as I was at 19—4 times spent the past six years raising a society that condemns young women for becoming pregnant and then offers them no alternative through handing over their children to adoption agencies. Adoption agencies by virtue of their double mission, society declares such couples to be parental paragons, and single mothers are told to count themselves lucky that such people exist. Until we get over our disdain for single motherhood, and begin to provide young women with education and alternatives, adoption will never be a true, informed choice. It will simply remain the only so-called responsible alternative that young women are permitted.

*R. Lynn Condy,  
Sackville, N.B.*

ing the deficit by 30 per cent ("Shoring the deficit"—in just two hours, June 13). Although I agree with some of her cuts, I find it curious that she left alone most of the billions of dollars given to business each year in direct and indirect subsidies. Perhaps by her failure to promote these cuts, whether intentional or otherwise, she is guilty of the "soft, cowardly leadership" she so inaccurately accuses in others.

*Steve Blackman,  
London, Ont.*

Congratulations to Diane Finucane for her new sledding. Every arm the monogrammed cutting would be raised only by a few percent people. Perhaps if she did the same to the prime minister's office and started to pull us out of the quagmire in which we are mired.

*Richard W. Cooper,  
Princeton, N.J.*

In response to Diane Finucane's comment that "30 million to the provinces, but usually empty," Museum of Civilization, be cut, I would like to stress that just under 12 million visitors to the museum enjoy a multitude of exhibits ranging from stimulate permanent and temporary exhibitions to inspiring theatrical and musical performances and interactive exhibitions. That excellence has made the museum the fourth most popular tourist attraction in the National Capital Region.

*George Merlewood,  
Executive director, Canadian Museum of Civilization,  
Gatineau, Que.*

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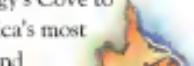
## Just coasting.



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# OPENING NOTES

## Borscht, boars and boredom

**H**e ruled an empire from 1964 to 1982, but to most Soviet citizens Alexander Dubcek was nothing more than a charismatic leader. Now, a British historian has revealed that, far from being, Dubcek was even more boring than people imagined. Dmitry Volkogonov, a former general with extensive access to Soviet-era archives, has pieced through Brezhnev's embellished personal stories the course of researching a book on two Soviet leaders. In an article in the Moscow magazine *Top Secret*, Volkogonov portrays the cautious leader of the Soviet superpower as someone more pre-



**Awkward: diary of a dull guy**

occupied with mundane personal concerns than that of state. "Was at dacha," he wrote in one typical entry, dated April 30, 1977, "had a rest in the yard, then fiddled around some more." Four days later, Brezhnev records his weight—and a gain of five pounds during the previous three months. Then, after searching the internet for a seat—giving up the red leather sofa Brezhnev maintains that he had had built into a newsworthy article on socialist妻妾制. Diner and bed were followed, so that he could be fresh for a morning hunting expedition that, Brezhnev records later, bagged 33 ducks and 21 wild boars. "The entries are as forever—rest, weight, house arrangements, trips to the movies, wild boars," says Volkogonov. "It doesn't make me happy to read that stuff." The movie version may take a while.



**Mandela (center) at African National Congress rally, an expense-paid visit**

## Top draws at the Games

**G**eorge Heller, president of the Victoria Commonwealth Games Society, has a lot to do with protocol and presidents in recent weeks, preparing for the official opening of the games in Victoria on Aug. 18. As a former marketing executive with the Halifax's Bay Co. and Woodward's department stores, he is used to the dazzling power of the Royal Family. With a touch of chagrin, he says, "I would love to have the marketing rights to the Royal Family." In fact, Heller has some things in mind. Queen Elizabeth will open the Games. Prince Philip, president of the Commonwealth Games Federation, will close them on Aug. 28, and Prince Philip will be there to walk about in an inimitable way. The biggest marketing events, however,

may go to the Commonwealth's newest head of government, South Africa's President Nelson Mandela. Prince Minister Jean Chretien has extended an invitation and, in the world of external affairs, such prime ministerial initiatives are not undertaken unless a favorable reply is expected. And, just to be sure, Chretien has asked Mandela to be his "guest," which means that the new darling of Commonwealth democracy will not have to worry about fitting into an expense account when he gets to Victoria. The little detail, however, will be of interest to Heller. Mandela, although he will be walking the 10-kilometre route of the 120-kilometre marathons in Victoria, in a former prisoner's boots, the sporting crowds are expected to pick the biggest crowds.

## BEST-SELLERS

### FICITION

1. *The Chamber*, John Grisham (3)
2. *The Celestine Prophecy*, James Redfield (2)
3. *The Plot*, Frederick Forsyth (1)
4. *The Winter King*, Conn Iggulden (1)
5. *Greenwood, Conn.*, Michael Connelly (1)
6. *The Bridges of Madison County*, Robert Parker (1)
7. *A Discovery of Witches*, Diana Gabaldon (1)
8. "It's in Her Kitte," Jen Corder (1)
9. *Terminal Station*, Scott Peacock (1)
10. *The Hippopotamus*, Stephen Fry

11. *Justin Lathrop*

### NONFICTION

1. *In the Kitchen with Brotman*, Rosemary D'Uva (1)
2. *The Apron*, Bill Woodward
3. *Living Beyond Words*, Mark Strand (1)
4. *Entombed: The Mystery of the Bury Estate* (2)
5. *The Concierge's Children*, Ursula Cheng (1)
6. *About the Love, Paul Fregosi (2)*
7. *How We Live: Stories Altered* (1)
8. *Kids Are Worth It*, Barbara Coloris (1)
9. *First Things First*, Stephen Coontz (1)
10. *Strong Medicine*, Marked Books and Carol Becker (1)

Compiled by Diane Bernick

## Mountain memorial

**I**t was the worst surface disaster in Canada's history and one of the 20 worst in the world. Even more tragically, the wreckage was not discovered until May, 1987, and authorities decided it would be risky to attempt to retrieve the bodies. Then-B.C. attorney general Roy Williams' promise that the site-specific site would be declared a permanent memorial was never kept, leaving several groups. Now, says Chilliwack-based provincial lawmaker Murray Slays, the crash site will be designated an all-inclusive memorial zone, since no one's skeleton has escaped the area. Says Slays: "We have no intention of dragging bags over old bats."

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## PASSAGES

**OBITUARY** Composer Henry Mancini, 70, best-known for his Academy Award-winning songs *Moon River* (1963) and *Days of Wine and Roses* (1962), died after a long battle with liver and prostate cancer, in his Los Angeles home. One of Hollywood's most commercially successful composers, Mancini also won 20 Grammy awards for his 85 record albums. His work was heard in nearly 250 films, including the scores for such *Blade Runner* productions as the *First Partner* series, 20 and the Oscar-winning *Vietnam Veterans* (1983) and *Breakfast at Tiffany's* (1961).



**OBITUARY** Discographer William Sylvester, 83, who, while a member of the British Monarchs, taught Queen Elizabeth II as a child, and in 1960 founded Toronto's Royal Ontario Museum and helped establish the Ontario Science Centre. In Toronto, Sylvester wrote 23 books, including the 1954 classic *The Donnesses*.

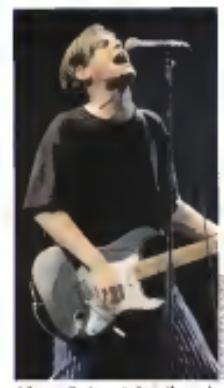
**OBITUARY** City newsman Keith Morrison, 63, in a new contract, allowing him to replace Lloyd Robertson, 60, as anchor of the network's late-night newscast after Robertson's contract expires in two years. Robertson agreed to step aside for the *Canada AM* co-host, who was considering U.S. broadcast offers.

**AWARDING** To former prime minister Brian Mulroney, 55, an honorary degree from Tel Aviv University, an special ceremony in Montreal to celebrate the Israel-Mulroney Institute for Canada-Israel Relations.

**OBTAINED** Austin citizenship by Guyana-born boxer Michael McKinley, 32, who won a gold medal for Canada in the 110m hurdles at the 1984 Olympics. McKinley, who now lives in Austria with his Austrian-born wife and two children, says he will retain his Canadian citizenship but compete for his adopted country in the future.

**OBITUARY** Robbie Mischnechuk Schneerson, 55, who turned his of-the-Orthodox Lubavitch sect into a powerful force in international Jewish life in New York City. Many of Schneerson's 200,000 followers thought he was the Messiah and were stunned by his death after a long illness.

**OBITUARY** Punk rocker Courtney Pfaff, 26, best-known as Courtney Love, died, hole of an apparent drug overdose, in her Seattle home. Love's husband, Kurt Cobain, killed himself with a shotgun blast to the head in April.



**Adams at Gaslight studios in the weeks**

## Rocking Vancouver

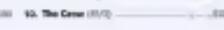
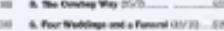
**T**he tales of rocker Bryan Adams's difficulties with the North Vancouver studio he rented have been told in *Reely*, but he had declined to reveal the reason for the space, which expels that reason. But the landscaper, it seems, has little to do with Adams himself, who only leased the studio to store his sound equipment. Rather, local bands who record in the studio such as Colt and Jacky have been making so much noise and vibration that they are, well, *Waking up the Neighbors*. But while Adams will continue to find another space for his equipment, publicists said that he plans to hang back, let the *Reely* fire with its own studio-of-the-art recording studio, which will actually stay in Vancouver's English Gateshead next January. About the time he returned from tours of Europe and South America. For the discerning punster, it's a classic case of *You Win If You Get It*.

## POP MOVIES

**Top movies in Canada, ranked according to box-office receipts during the seven days that ended on June 16 (in brackets: number of screens/weeks showing)**

1. <i>Speed</i> (337) ...	... \$1,040,700
2. <i>The Fugitive</i> (252) ...	... \$1,040,200
3. <i>City Slickers 2</i> (242) ...	... \$202,300
4. <i>Murder</i> (164) ...	... \$186,300
5. <i>Four Weddings and a Funeral</i> (149) ...	... \$186,000
6. <i>Romancing the Stone</i> (157) ...	... \$184,300

Source: *Screen International* box office





# THIS IS NOT VANCOUVER

A riot shatters the city's laid-back image

**A** police riot squad, Darth Vader-like in emergency helmets, gas masks and dark uniforms, deploy across three sides of an intersection. A line of costumed German shepherds and their handlers guard the fourth.

From 35 m away, groups of young men and women let rocks, bottles and towels at the police. "Piss!" "F\*ck!" Suddenly, a deep explosion signal the release of another wave of tear gas. The cloud of acrid, stinging smoke drifts slowly across the pavement, glowing faintly red and blue with the reflection of emergency vehicle lights. The youths fall back, chiseling and retching. In the middle distance there are screams, snorts and the shattering of broken glass. Says Bruce Walker, a stunned visitor to the city who is trying to find a taxi route back to his hotel: "The Canucks deserved better."

But in fact, liquor and youth had at least as much to do with the violence as did hockey. Many of the groups—mostly male older teenagers and young adults—who began

well-organized supporters turned their team's homecoming defeat into a shameful encampment for the worst mating in the city's history—even as the weary Canucks jetted home last week after losing the most thrilling Stanley Cup final in years by a heart-stopping score of 3-2 to the New York Rangers (page 68). By the time order was restored in the small hours of Wednesday morning, one man by cynically injured, city jabs overflowed with shards of broken and shattered glass from scores of broken shop windows. Vancouver's Victoria shopping district. And when the train's charred gut finally reached down at about 4 a.m., it was not by rail police as well as 3,000 powerful fans. Declared an angry Mayor Philip Owen in down rose over his shattered city. "The Canucks deserved better."

But in fact, liquor and youth had at least as much to do with the violence as did hockey. Many of the groups—mostly male older teenagers and young adults—who began

crowding container trucks into the downtown core even before the game was over, appeared to know little and care less about its progress or outcome. Many drunks openly Within minutes of the final horn in New York City, the first trouble came near Pacific Coliseum, the Canuck home arena where several thousand fans were watching the game via satellite. Angry youths beat on a parked car with sticks before starting off, running across the street through heavy traffic. By 9 p.m., as many as 60,000 people had gathered in the city core, many of them packed tightly along Robson Street, Vancouver's most popular thoroughfare. Some had already turned out-of-control signs and banners.

The trigger for full-scale rioting came shortly after 11 p.m. A man who had been trying to stick his winning trophy has wires wrapped around his Robson Street self to the passenger and lay huddled figure on the stilling crowd. An ambulance tried to reach the injured man, but some in the mob began mocking the vehicle and shouting at its attendants. "We tried to get them out," says Paul Howard, the senior police officer in the scene, and Howard's "But the crowd trapped some of our ambulances and that's when the bottles and rocks started to fly." Within minutes, so did the first volley of fire gas.

There would be dozens more during the

night as close to 500 police, in chiding riot squads from both Vancouver and the RCMP, skirmished repeatedly with revving mobs over an area of more than 40 city blocks. At about 30-45, a city police officer fired a fragmentation gun at 10-15 p.m.

Ryan Berni, who authorities later said was an instigator of the riot. Police said the officer aimed at Berni's chest, but the man's plastic projects struck the left side of his head and missed his skull. In the hour before midnight, the lighting became so intense that both the squads exchanged their usual catalog of fire gas. At 11:30, police Chief Ray Conrad called in RCMP reinforcements. But it had another two hours to clear most of the looting from downtown streets. By then, the mob had retreated more than 90 percent of Robson Street with criminal acts, including assault and possession of weapons, filling the city's jail.

Other emergency services were similarly stretched. The toll of seriously injured was limited to six, including Berni and two police officers. But even so, the flood of major injuries and transports worked over whelmed 90 ambulances that were on standby before the riot erupted. That forced the B.C. Ambulance Service to put two dozen

Ghosts of fear go on Robson Street as police and rioters clash, broken glass, looks down out a city's wounded pride

icer response units onto the streets for the first time in its history. And Vancouver's fire department was forced to call in help from the suburbs for the first time ever, as its 38 trucks responded to 120 calls.

As calm returned, store owners emerged to observe the vandalism of new window glass and make an accounting of lost merchandise. Gino Chang estimated losses from his card and gift store on Robson Street at \$12,000. Enraged slightly when one fire, a patrolman on call was apprised that it had been used to break the window of an electronics store, the 38-year-old owner said, "I don't think anything except an idiot, Chang said, shaking his head in disbelief. For the first time since the riot's toll was much higher, looting persisted more than 90 percent of Robson Street, taking time to my clothes before walking off with it, and leaving behind 60 broken windows across the street, a mob started The Clothing Market, stealing an estimated \$100,000 worth of leather jackets and jeans. "I had the brand in here," said the store's manager, Frank McGrath.

Harder to quantify than lost inventory was the civic embarrassment, all the state trans-

international media coverage of the city's citizens during the Stanley Cup series. "It really upset by what the people who live in Vancouver have done," asserted National Senator Velma Greyeyes, an 80-year-old woman on the riot. "There is just no excuse. It is really bad." Launched Tzinquay, Vancouver president Rick Astanoff. "It's going to a black eye and we all wear it. It will take time to heal."

It will also take time to understand how the violence got so out of hand. Many of those who watched the riot take shape Monday night as a band of determined troublemakers and a sour mood that developed early in the evening. "Was going to happen whether the Canucks won or lost," asserted security guard Robert Blaauw, who was hired to protect a Robson Street shoe store. "You could just feel it in the air." Others who watched the violence argue blamed it on heavy-handed police tactics. "I do not blame the crowd," said Tom McLennan, a 37-year-old bookseller manager who mingled with revellers and police quipped in "The gods raised them a monster."

On the day after the violence, B.C. Attorney General Colin

Gibson ordered the provincial police commission to conduct an unrestricted review of the night's events and promised to make its report public. Social psychiatrist Gary Toye of Simon Fraser University in Burnaby, B.C., and authorities had confronted a highly combustible combination of emotionally stressed youth, alcohol and group dynamics. "The anonymity that crowds provide in really quite powerful," Police observed.

In the days following the riot, however, Vancouverites seemed determined to repeat both sides of the polarized general approval of the police review. Cries of "fairness and closure" were as numerous as those of "partial police calls, unaccounted police department recognition." Canadians with lower indices of looting and in toots of police officers called to identify rioters they had helped out, "news clips find a city-organized mobility silly at B.C. Police fire gas, 6000 rioters has a chance to welcome their Canucks home in a manner more befitting the team's accomplishment. Still, on many minds was the lingering transfer that, for six frightening hours, Vancouver had shown itself shockingly unable to live up to the disciplined example of its own heroes.

CHRIS WOOD in Vancouver



Vancouver riot police fire pepper spray at hockey rioters. It's given us a black eye and we all wear it. It will take time to heal.



# Following the trend

Quebec's bellwether riding leans PQ—but shuns sovereignty

BY BARRY CAMPBELL

**O**n the corner of the Clark Nompare in St-Jean-sur-Richelieu, the nameplates are in a shallow, indistinctive mould. They sit in the shade under the eaves of the round white houses, tucked with cold details after a hot summer's sultry on the glistening Richelieu River. The tall, not surprisingly, is mostly about boats, the expansive ones that beat the wheels on the river's underwaters at their feet. "Last to share," says Jerome Proulx, crashing a fruity beer can on a cracked tire over the granite on the sun-splashed terrace. "There's only a lot to do around in the rest of the country about the canoe route. In the last, last, you won't find much of it here. These people are not thinking about elections, much less independence." He says his heart aches. "It's obviously the last thing they have on their minds."

Not quite the last, perhaps. And Proulx does have a point. And the 67-year-old retired policeman is certainly more qualified than most to comment on the federal voting habits of the residents of the historic old town on the west bank of the Richelieu, 20 km southeast of Montreal. For 24 years, in three separate political incarnations, he held the riding in the provincial legislature. First for the now-extinct Union Nationale party, then as an independent and finally as a member of the Parti Quebecois. Like Proulx, the 44,000 voters of St-Jean—both the town and the constituency of the same name—have demonstrated a remarkable ability to shift the shifting political winds in Quebec. Voters have backed the provincial trend only once in 27 provincial elections off the way back to 1868; in 1936 they voted to save Maurice Duplessis's Union Nationale standard-bearer. In choosing a candidate from the winning side in every other election, St-Jean voters have earned a reputation as the most reliable barometers of public opinion in the province.

They are justly proud of their record, even if it runs a little equalled should the erosion in it. According to Proulx, it has much to do with the fact that the constituency is a per-

fect microcosm of Quebec—"a place that has somehow captured the formula for what Proulx describes as far for "improving what the average Quebec voter is thinking and feeling at any particular point in time." If this is true today, as it has been so often in the past, then there may well be a few lessons to be learned in St-Jean, particularly by those in other parts of Canada who have grown so exercised in recent weeks about the political

"It's just not something that pops up in general conversation," says Robert Blanchard, the 50-year-old owner and manager of the Canadian Tire branch in St-Jean-sur-Richelieu. "It's not as if people around here are not aware of what's coming. I pass it on the back of everybody's mind, out there like a car radio ready to descend." Across town at the Dominion Bluejay factory waste-treatment of office paper products, George Savoy thinks he has his answer. "Maybe people are just plain bored with the whole sovereignty debate," says the 58-year-old chairman of the board of the company that his family has run for four generations. "After all, it's not as if we haven't been through all of this before."

The sentiment is by no means universal in the constituency, which runs in a narrow band along the west bank of the Richelieu, all the way from the border with New York state to Montreal's downtown suburbs on the south shore of the St Lawrence River. But it is a new and it is repeated often enough to lead evidence to the claim that the people in the ridge here

"...other matters on their minds besides the electoral furies of the political parties and the economy—or otherwise—of independence." To reflect that about the Expos," says Regis Ouellette, 32, a trader in St-Paul-de-l'Ecole-Nord, a pretty village in the riding's southern reaches, near the point where the Richelieu begins to run into Lake Champlain to the St. Lawrence.

The situation may well undergo a definite change in the long anticipated election campaign actually begins. For it is true that while the current relaxed attitude reflects trends elsewhere in Quebec, it is also the result of conditions peculiar to St-Jean. "There's a kind of temporary trace effect that the most noteworthy aspect of the parliament based in St-Jean is the marked lack of public passion about either the upcoming election now widely expected to take place on Sept. 12, or the referendum on independence that PQ Leader Jacques Parizeau has promised to hold about 10 months after his party's victory



**'Maybe people are bored with the whole sovereignty debate'**

events unfolding in Quebec. A PQ triumph is beginning to look almost inevitable in the riding, just as it is in most of French-speaking Quebec. What is not so inevitable is the constituency's vote in favour of Quebec independence, again in the very few provinces where that result is not only a distinct possibility but the most noteworthy aspect of the parliament based in St-Jean is the marked lack of public passion about either the upcoming election now widely expected to take place on Sept. 12, or the referendum on independence that PQ Leader Jacques Parizeau has promised to hold about 10 months after his party's victory



Main street of St-Jean-sur-Richelieu, the riding has voted with the winning party in every election but one since 1882

operations of the armed forces base here."

That co-operation seems right across the political spectrum, including St-Jean's only Liberal incumbent, Michel Charbonneau, his PQ opponent Roger Pagan, and the federal MP for the area, Claude Bachand of the Bloc Quebecois. In the local political context, the result has been a dispelling of tensions. Without the joint effort to save the college and the nearby military language school, a hotly contested battle for the seat in the impending provincial election could already be under way. That, in turn, might have helped to temper passions that for the moment are dormant.

There has, as well, been another result of the College's existence rapid after. "I didn't think it had consequences until after the value of Canadian education," says now candidate Pagan, a 37-year-old biologist and professor at the local community college. Pagan is the only one to stand for the seat in Quebec's National Assembly, having beaten the last two essayed by Liberal Charbonneau, a 47-year-old trucking company owner and former mayor of the town of Napierville, who ran up a 6,300-vote majority in 1986.

Charbonneau's claim of representing that in the coming race as well Duplessis has a prominent role in the ongoing effort to save the college, even Charbonneau's main local ally, the teacher's union, has agreed to join forces to fight the federal government's decision to close the College militiamen in St-Jean and shut down most of the

campus by Ottawa's decision. "I certainly can say that it's helped me much," he gleefully remarks. At the same time, Charbonneau may also find himself the victim of the St-Jean electorate's well-developed penchant for voting with the winning side no matter what the popularity or track record of the local candidate.

The latest opinion survey, conducted from June 30 to 10 by the Montreal polling firm Leger & Lépine, gives the PQ a five point provincial lead in party preference—46 per cent for the Nagelites against 41 per cent for the Liberals. Among francophone voters, however, Leger & Lépine's pollsters found a stunning gap: 62 per cent of French-speaking voters prefer the PQ while only 22 per cent backed the Liberals. Given the linguistic makeup of St-Jean, that does not augur well for Charbonneau and the Liberals. Close to 90 per cent of the constituency's voters are francophone, a vast four per cent are English speaking, while the other four per cent have a mother tongue that is neither French nor English.

But the St-Jean residents in St-Jean's constituency that the Liberals have an edge only if the west to hold to the right of the electorate reported from the PQ's base in former Quebec premier Robert Bourassa's Liberal riding in 1993, and retained during Bourassa's more closely contested re-election in 1993. That is a new issue at the Liberal helm now, how-

ever. And judging by most of the signs, Premier Daniel Johnson is not having much of an impact with the voters of St-Jean. "Johnson hasn't lost the election yet, but I don't see he is heading in that direction unless we see some dramatic turnaround," remarks paper manufacturer George Savoy, who calls himself a lifelong federalist.

That does not mean, however, that St-Jean's cosy voters are committed to the PQ's drive for Quebec independence. "If the Liberals lose, and I think they will, it won't be because people around here are voting for separation," maintains Robert Blanchard at Canadian Tire. "It will just mean they are voting against a party that has probably been in power too long and has not been performing very well of late. The election is one thing, the referendum. If it comes, will be an entirely different matter."

Blanchard's view, there is not much change that voters in St-Jean will ever take to their ballots for secession. "Folks in these parts are well aware that a divorce is almost always painful," he says. Last week Leger & Lépine poll discovered the same sentiment provincially, finding 52 per cent of Quebec voters opposed to sovereignty, with 47 per cent in favour. In a drag of deer percentages projected to support sovereignty since the country's present survey a month earlier. As always, the bellwether voters of St-Jean say and be right on track.





shouting that tragic tangle of adult lives, intruding in the talk of suicide and love and death and processing it all. See and she'd suggested Cole meet the girl. "I thought it best, I thought Cole might be upset with Henry very so much. I asked Henry if he'd talk to Cole what it would be like once I gave him. I felt angry and warned: 'Tell him you have a girlfriend.' I said. So Henry did. Cole said, 'So, what's she like? Does she have any kids?'"

See swallows with effort.

"Last night, I dictated a letter to Cole and made a tape of it. I was sure that I would not be here to watch him grow up. I had these very things I wanted to continue to teach him. More than anything I asked him to have respect, understanding and compassion for other human beings. Be patient with your father. I said, being a single parent to many sons and things will not always be easy for him. I told him how special I thought he was and posted out some of his good qualities. But I also let him know how important it was to learn right from wrong."

A long pause. Finally, "I tried to help him understand why I was going to take my life. I finished my letter this way: 'I have decided to leave now because my body is deteriorating and I don't want to suffer any more. nor do I want you to have to watch me.'"

"You've found someone who will kill you," I say. Yes, she says, she's found a doctor who would do it "on principle." See then says she has decided on a date. She will not say when. I don't want to know where. She will not say who. I thought that in a woman who, for all her carnal frame, has no longer any intrinsic romantic love in her life except that of a mother for her own son. In fact, she has no close relationships with anyone except a couple of very recent friends keenly interested in physician-assisted suicide.

#### TUESDAY, FEB. 8, 1994

When I walk in to her little office, the chair that she has thought a great deal about our last meeting and now, only days before her death, works to ensure her message is understood. "Suicide assumes a normal death of a family member that people are surrounding there and knowing their loved one 'is apart,'" she says, with a smile. "Every thing has to be done for me now, a great many things. Even at night, sitting with long telephones, I have trouble even lying my hand. I'm trying harder to hold it up because all my muscles are going, but even when I lie down I won't get comfortable. I'll need a drink, my household always hangs a cup in a special container, but I can't hold on to the container any more. When you have all these physical things happening to you, and they are progressive, you just look forward to moving on."

I say that I can understand that. At this, again her will, she weeps. She is weakened by illness and heartbreak. It's hard to say which is the more devastating. Her crying is terrible, out of her depth, out of someplace where they never been.

It is her son whom she cannot leave but feels she must. He had come home from school with a report that needed a signature, and she had worked to sign it. Her writing is now the large scrawled scrawl of a first-grader. He had taken it from her and ran off. She says he spends most of his quality time with the housekeeper. It is simply time for her to move out of his life.

"So," I say, "you've decided to take off and leave us to our own devices on our old planet Earth. Are you going to tell us about it? Will the housekeeper be sent out on a message? Could she not return while the doctor was still there?"

See says no. "There will be no housekeeper on that night at all, because it will take several hours to kill me."



So morphine will be used in increasing doses, enough to finally stop her heart.

She says yes. I say that morphine often does kill, even in massive doses, it must be mixed with something else. She says that is true. We are talking of it as exchanging recipes. I cannot believe that conversing may it all be fiction.

"The front door will be unlocked," she firmly continues, having decided to ignore my disbelief. She is enjoying describing her death fairly orderly, I sense in Sue an anger that is both deadly and pleasurable, an anger at the way things are and a pleasure at upsetting those institutions that would contain her. And perhaps in all human there is deep pleasure in anticipation of an end to suffering that I can't imagine. "I will be home alone on my bed downstairs. Helped there by the housekeeper and apparently only for rest. I can't say where Henry and Cole will be. I will have to protect everyone, but neither of them will be here."

**Porter assisting Rodriguez (above and left); a doctor to kill her 'on principle'**

I can hear her cry! my next question is, "Sue, you I feel compelled to ask her 'What's this, you were never loved by love, by a friend, that adopted and housed you and brought you up, and a husband who held your groceries, who gave you flowers, embled your back? Sweet Sue, would you be forgotten?'" She replies with her usual honesty and integrity: "I don't know. I don't know." Each word was emphatic. I - don't - know. She can hardly breathe for grief.

#### FRIDAY, FEB. 11, 1994

The pain and stressors of the past two years are already receding. Her legal struggle for physician-assisted suicide has been the first battle in the war for euthanasia in Canada and she is deeply satisfied that she has led it. She has made the whole country aware of the existence of AIDS, the fate of those afflicted by it and the pressing need for well-funded research. More than anything, she has made the whole country aware of how difficult it is to die with dignity, and the responsibility of society to ensure that services are in place so that people can.

Tomorrow, she will broadcast with her family, then go into her office. When Henry and Cole leave, it is from there that she will bid them goodbye. Soon after, at about 10 a.m., SISTER SUE, Sister Rosalie will arrive. An hour later, the doctor will enter through the back door. She will meet with the doctor in the kitchen. Sister will then help her into bed.

She sees her suicide as a violation that is efficient and practical. She wishes to allow her consciousness those who might question or oppose her. She is convinced because of the attention paid to her by the media that the taking of her own life is acceptable to society. She is innocently unaware of its entertainment value.

#### LATE AFTERNOON, FRIDAY, FEB. 11, 1994

Nadine arrives. Sue does for a mid-wife dinner. She has Henry with Patti, the night worker, come into the house.

Henry's been in San Francisco during the week and brought back a few bottles of white wine. When it's opened over dinner and the tall, thin glasses are filled, the atmosphere is festive, celebratory.

The meal is a memorable one. There's not only talk but laughter. Henry is loving and inventive, and Sue's speech, usually inarticulate

by circumstance, is understandable if one concentrates and guesses. She responds to Henry with lightness, wit and sparkle. There is warmth and peace between them that Gayneath has not seen before. Cole responds, gleefully, to his son's childlike, looking with laughter from one parent to the other while they struggle for the answer.

Every Friday night, the family has a little ritual. Cole is allowed to stay up with his parents an extra hour and they watch *Roots* together. Now, usually, when Cole is going to bed at 8 o'clock and comes in to say goodnight, Sue is being snored or having her teeth brushed. But this night when dinner is over, Sue and Gayneath are downstairs. Sue says she doesn't want Cole to see her doing her teeth and she'd like to be sitting down when he arrives.

Gayneath says OK and thinks nothing of it. But a strong anguish moves her when she sees Cole coming down the stairs. On instinct, she sits down on a low stool, stands behind her, and when Cole comes in, a guilty moves Sue's arms, and she does this, enclosing them around Cole's thin body. The robust arms go so high, but they reach around the small of the child's back. Sue gives her son a final embrace. The child, nestled by the silver brightness of the night, smiles at her. "All right," she says, "you're beautiful," and giggles.

After Henry and Cole go to bed, Gayneath gets Sue ready for the night. She changes into little booties Sue makes to protect her heelless ankles and makes sure the protective pads are on her bony knees. Then, she checks the tour奈ing board that holds Sue's dislocated left shoulder (a result of her weakened state) in place. Sue rewards an hour-long ritual her to get ready and how rewarding the process is. When Gayneath turns on the light, it's nearly midnight.

#### SATURDAY, FEB. 12, 1994

This morning, Sue doesn't bathe when she gets her clothes for the day. She has two pairs of black spaghetti pants. "The old ones or the new ones?" Gayneath asks. "Ah, left ones." "The new ones, why not?" says Sue. She takes a blue shirt over to get with them. The shirt is button-down, a resort blouse with a series of buttonholes along the center front over the bodice, a bias-cut evening shirt.

Sue asks Gayneath to pick out a pair of earrings. "Nothing too fancy," she says. Adorned with stars and sparkles, Sue says no just a little bit. But she can't let go and Gayneath is too griddle. "Come on," Sue says. "It's a little easier with fast buttons."

It is now 10 a.m. and a time for Gayneath to go. Sue is sitting, dressed up and expectant. Gayneath hesitates, thinks of saying something, but decides against it. With a last wave, she goes flying out the door.

Gayneath was sitting at home listening to music that night when the phone rang. A co-worker told her the news. She sat for some time, not wanting to move, trying to absorb it. It was 11 p.m. She thought of Henry and Cole. Just before midnight, she called the house. Henry answered. He was very quiet. "Were you sleeping?" Gayneath asked. No, he said, he was just lying there in the dark with Cole in his arms, the two of them awake and silent, hoping that the night would pass quickly.

#### MONDAY, FEB. 14, 1994

At a press conference in Ottawa, a chiroptical Seward Robinson tells reporters that he was present when Sue Rodriguez died early Saturday afternoon. He had held her in his arms as she slipped into unconsciousness. She had died peacefully and with dignity. The only other person present, Seward Robinson, was an unnamed physician who had assisted Sue Rodriguez in taking her life. The Saturday day had been spent in January. The only other person to know that Sue's death was planned for that day was her husband, Henry Rodriguez.

#### TUESDAY, MARCH 15, 1994

A pathologist's report reveals that Sue died of a massive overdose of morphine taken with Secobarbital capsules.

Extracted with permission from *Uncommon Will: The Death and Life of Sue Rodriguez*, copyright © 1994 by Sue and Cole Rodriguez, published by Newmarket Press, Toronto.



# NUCLEAR POKER

The nuclear poker game had a historic resonance. Some 30 years after the East and West fought a kind of war on the Korean peninsula that had consequences of nuclear war, North and South Koreans were again talking about the possibility of nuclear conflict. But this time, there was also talk of peace after a Sunday private visit to North Korea by former U.S. president Jimmy Carter, who arrived in Seoul on Saturday. But the leaders of the divided country had agreed, in principle at least, to meet for the first time since the peninsula was split in 1945.

Known as the Communist North and capitalist South share the same history, language and culture. Since 1953, when the Korean War ended with an armistice, they have also shared a heavily fortified demilitarized zone dividing their peninsula along the 38th parallel. Indeed, as Carter crossed over northwards over the military demarcation line at the

## North Korea signals its willingness to defuse escalating tensions with the West

true village of Panmunjom, he told reporters, who were not permitted to accompany his visit, "We'll see you in a few days—when you can't come with us." Then, Carter, his wife, Rosalynn, their adviser and six Secret Service agents headed to Pyongyang for a three-day visit with President Kim Il Sung, the 80-year-old Great Leader of the world's last Stalinist state. With that, the unusual American mediator and his entourage es-

erted a veiled hand unknown to most Westerners, the place where the Cold War erupted 40 years ago.

Carter's visit, which had the blessing of the Clinton administration, followed weeks of steadily increasing tension caused by North Korea's abrupt withdrawal from the International Atomic Energy Agency (IAEA). And growing international suspicion that North Korea is developing nuclear weapons. The United States' nuclear regulatory body had suspended technical aid to the North as a penalty for its refusal to grant access to international inspectors. The visit also coincided with the release of a U.S. diplomatic cable, supported by South Korea and Japan, on UN sanctions against the North, which threatened to retaliate by withdrawing from the Non-Proliferation Treaty—and launching a "nuclear war" against the South.

But even as the crisis深ened, there were signs of an apparent solution—signifi-

cant. That has put an enormous strain on Kim's regime, which boasts of creating a "sovietskiy padzhir na zemle" with free health care, education and housing for its 22 million citizens.

In Pyongyang, the country's showcase city, evidence of economic malaise is everywhere. Because of all shortages, construction cranes stand motionless in over abandoned building projects. Factories are silent and traffic is light and so is a few trains for the masses. Lines for foodstuffs and luxuries for local VIPs. Most of the world's two million inhabitants walk around the city on foot at or before 10 a.m. There are few lights in the skyline. Those who do find lamps, but groceries are rationed and people who can afford it supplement their simple diet—polished cabbage, eggs, corn and some chicken or fish—with eggs, root vegetables and deer meat sold by vendors at a free market.

The situation is worse in the countryside. For lack of farm machinery—or even oxen—crops can be sown by hand with hoes. Dilemmas in the capital talk of widespread malnutrition, with many North Koreans deprived of their state-subsidized allowances of 2.4 pounds of red meat and chicken a month. There are sporadic, if unreliable, reports of food riots in remote northern

mountainous areas that insist that by removing spent nuclear fuel rods in a decommissioned reactor in Yongbyon without allowing it to be examined, North Korea had made it impossible for experts to say whether plutonium had been diverted for nuclear weapons. The North claims developing nuclear weapons is US intelligence services say that it may have already begun.

With Carter's official daily, Rodong Sinmun, called the withdrawal from the IAEA "a historic measure to defend the North's sovereignty and independence as a dignified independent, sovereign state." That is one possible interpretation. But outside observers offer another explanation: that North Korea may be playing its nuclear card to win trade concessions, investment and financial aid from the West.

Recent visitors to the so-called Hermit Kingdom—mostly academics and journalists traveling on tourist visas—have returned with stories of a country in economic crisis. Since the 1995 collapse of the Korean empire, North Korea's supplies of oil and spare parts have been diminishing, hard currency instead of border goods—an shortage that has left the cash-strapped Pyongyang government in a quandary. Even China, which remains as ideological socialist, has been warning to capitalist South Korea and new insists that the North pay for many impacts with

that 6.1 and three times the rate that existed between West and East Germany when the Berlin Wall fell in 1989. Some economists calculate that the cost of reuniting its Caucasian neighbor could be 30 times greater for South Korea than it was for West Germany, the world's third richest country. In fact, experts say that upgrading the North's infrastructure and raising its living standards to just 60 per cent of Southern levels could cost an astronomical \$35 billion over 30 years.

But with the current nuclear crisis still unresolved and the upcoming election less than a year away, there are few lights in the North. Diplomats in the capital talk of widespread malnutrition, with many North Koreans deprived of their state-subsidized allowances of 2.4 pounds of red meat and chicken a month. There are sporadic, if unreliable, reports of food riots in remote northern

mountainous areas.

Under pressure from Congress, Clinton

is now near the Chinese border. And armed guards have been out shooting birds to reinforce security in the 37,800 U.S. troops stationed in North Korea to help protect the country's border with the North, which has 1.2 million soldiers under arms. Critics have accused Clinton and Bush only to fold when their bids were called. In North Korea, where the stakes are immensely higher, the consequences of losing a nuclear poker game could be devastating.

Carter (left), Kwon (right) and economic experts between the North and South

ANDREW BILSKY with correspondents' report

# Up in smoke

America's tobacco-growing communities are casualties in Washington's war on cigarettes

For a community beleaguered by losses that exceed the cost of its livelihood, the little city of Rutherford, N.C., displays surprisingly few outward signs or sounds of fury. Beyond the dusty shale roads and culprits on the tidy lawns of Main Street, white-washed houses and glass-walled banks stand by side to the city's prosperity pool and a sturdy bath in its future. But roses of green infection that bedevil neighborhood stores and windows reflect anxiety about the very survival of Rutherford's cash industry, raising eyebrows. The ribbon represents tobacco plants now greening the deserts of surrounding Rockingham County. Tobacco workers and supporters sold the roses, along with "Friends of tobacco" caps and decks, to help local and statewide campaigns to counter an antismoking crusade that is gaining momentum. The voters in the city of 13,800 and counties even more involved segments want the stranglehold at the gates. But Rutherford's citizens (struggling for survival), and especially on the front line of the war against cigarettes in Washington, the struggle is the drug fight. For both the seven major American tobacco corporations and the thousands of an-tennoid organizations throughout the country, the war is literally, if in different terms, a life-and-death struggle.

The crusades are fought, in aggressive newspaper ads and Capital Hill corridors, to save their highly profitable business from a string of national proposals that would regulate the industry as a producer of an addictive drug, ban public smoking bars and make federal cigarette taxes anywhere from four to 10 times steeper. Attacking tobacco in

a speech two weeks ago to medical graduates, U.S. Food and Drug Administration (FDA) commissioner David Kessler, who cites evidence that cigarettes are made in a way that makes them more addictive, declared that "we cannot accept the inevitability of yet another generation becoming addicted to cigarettes." Fired back James Johnson, chairman of R.J. Reynolds Tobacco Co. in Winston-Salem, N.C., denying the addictive charge in a full-page newspaper advertisement: "Please rest assured that there is no truth in these accusations."

Amid the assaults from Washington, and in the face of lawsuits by the governments of Florida and Mississippi to recover state funds spent on tick lesions, one company is advancing the struggle. Under a \$3-billion April 1991 agreement between general contractors that is subject to U.S. antitrust approval, British-owned Brown & Williamson Tobacco Corp. of Louisville, Ky., will take over The American Tobacco Co. Rutherford's chief employer (about 1,000 people) and newspaper (Macon's \$12-million-a-year). The deal, and the prospect that the new owner might still be the American Tobacco operation is a plant with spare capacity in Macon, Ga., is a source of more anxiety than relief in Rutherford than the wider war against cigarettes. Little Cole, executive vice president of the local chamber of commerce, is co-ordinating a task force—led by "British pride"—aimed at convincing the new owner that the city deserves to keep a factory important to its future as well as its past. Counting a predecessor absorbed by American Tobacco in 1993, the factory has been in Rutherford for more than 100 years, including a mid-century stretch when



James Johnson, chairman of R.J. Reynolds Tobacco Co. in Winston-Salem, N.C., denies the addictive charge in a full-page newspaper advertisement: "Please rest assured that there is no truth in these accusations."

These days, little does. Though not the chief evil, are long gone. So power of the upstart antismoking tobacco that Mayor Clark Turner has a team of experts to help him to negotiate that "tobacco industry may eventually disappear—perhaps in another 100 years, maybe less." But in the meantime, he means, "you cannot regulate morality or health."

A growing number of economists, including tobacco's opponents, agree that the current fervor to reduce or abolish a tobacco habit by law may not only lead to violation of individual choice in other fields but, in the end, prove futile. Education and personal use are more effective, Turner and others note. In the 20 years since U.S. Surgeon General Luther Terry reported that cigarettes cause lung cancer, the proportion of Americans 18 or older who smoke cigarettes fell from 45 per cent of the population to 35 per cent last year. But there are still about 45 million adult Americans who smoke. And although that total has declined by about 10 million in three decades, smoking's percentage share has increased to 60 per cent.

In work succession during the past 18 months, a series of Washington initiatives furthered the antismoking crusade. Two weeks before President Bill Clinton took office in January, 1993, the U.S. Environmental Protection Agency (EPA) issued a report linking secondhand smoke to 3,000 cancer

## REPORT FROM NORTH CAROLINA

BY CARL MULLINS



Cole (top); Adams: Rutherford's factories are tied to tobacco

cases—caused, "British pride"—caused or convinced the new owner that the city deserves to keep a factory important to its future as well as its past. Counting a predecessor absorbed by American Tobacco in 1993, the factory has been in Rutherford for more than 100 years, including a mid-century stretch when

### Harvesting tobacco leaves: a life-and-death struggle over smoking

Deaths a year. That statement was widely believed. Two weeks after his retirement, Clinton outlawed smoking in the White House, an example followed by other houses in other branches of government and in the private sector. In September, Clinton proposed to help finance his healthcare insurance plan by levying the federal cigarette tax from the present 24 cents a pack to 99 cents, a sum that competing principals in Congress would soon find double.

Washington increased the pressure this year Kessler announced in February that the EPA was considering regulating cigarettes as a drug, citing evidence that antismokers increased cigarette nicotine to encourage addiction. In March, the U.S. Labor department's Occupational Safety and Health Administration (OSHA) proposed an outright ban on workplace smoking unless there were separately ventilated rooms for smokers, and the Prudential Life Assurance Co. in its world-wide military establishments. In April, there was a highly publicized clash between members of a congressional subcommittee and the chief executives of the big seven American tobacco companies. The cigarette leaders denied firmly that nicotine is addictive and that there is any proof that cigarettes as often stated, cause more than 400,000 deaths a year. That testimony provided fuel to the crusade and sager among group members, who went on to push through proposed legis-

lation last month to prohibit smoking in public places. Last month, sponsored by the group in the tobacco industry, one died on fire-starting by firecrackers, another by a cigarette.

But the April 1991 hearing also produced a decidedly highbrow call to a network that televised the session complained about negligence on the part of the congressmen, who ignored the tobacco lobby. Analysts and commentators found some of the intransigent studies and measures wanting. Critics said that statistics were manipulated in the EPA's 1983 finding that secondhand smoke kills.

Some columnists asked: if smoking is to be curtailed and proscribed, why not impose the same treatment on such health hazards as alcohol, guns, and dangerous foods? They also expressed doubts whether any such restrictions would achieve their ultimate aim. The main result of the U.S. prohibition of alcohol from 1919 to 1933 was to foster crime. And in the 1980s, there were less against smoking in public places in the 26 states of 44 states, none of which enforced for long.

In a newly published study of the historical, social and cultural role of tobacco, Smoking is Sodomy, Cornell University professor Richard Kornblith contends that "futile persecutions" only reinforce the role it plays in society. "Doubt," who confesses that he pursued his study as part of a successful personal effort to abdicate cigarettes takes his line from a conclusion that the sensation of risk and danger

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involved in smoking excesses the "guilty" decision that we're not some sort of outcast of the city." For that reason, warnings are failing to curb smokers at their heart. Klein concludes that "if there is any chance that society will ever renounce tobacco, it will not be because of censorship, which will only lessen its use."

In Roswell, such arguments against the antismoking crusade are heard, if not in Klein's terms. And in one sense, the city is a casebook on how antismoking success is no encouragement to smoke. Not surprisingly, there are no restrictions on smoking in Roswell, but it seems relatively rare. In the First National Bank of Roswell, for one, there are generous ashtrays everywhere, but as an older that anyone is using them. "You won't believe this," says Mayor Terrie, puffing on the lightest cigarette available. "But Roswell has become a very health-conscious town." He says that he is alone as a smoker among all of his friends.

And although Roswell is known to have the industry that made the city prosperous, all is not gloom. In Tuck's "Sic Rejoice," Anthony Adams says that if the factory shut down, it would be a heavy blow to the city. But then he brightens and adds with a grin: "But not for me. If people can't afford to buy new shoes, they'll have to come here to get their old ones repaired." And as First National's president, Willis Apple, says: "We're not ready to roll up the sidewalks." The city is actively preparing for a day, sooner or later, when the



Inspecting cigarette cartons in a tobacco factory

cigarette factory may shut down. Apple runs through a lengthy list of new companies attracted to the city, the latest among them Techco-Cold Inc., a maker of automobile starters from Mandeville, Que., which promises to employ up to 120 people. But the banker is quick to note, as are workers at American Tobacco, that the new firms in town do not offer pay scales nearly as high as

the unopened tobacco factory's range of about \$20 to \$35 an hour. And the loss of American Tobacco's 1,000-plus—almost one-quarter of the city's budget—would be devastating.

Washington County tobacco firms have thrived in the tobacco market since the 1970s, the result of the self-sealing cigarette. The farms are small, the acreage about 40 acres, and production costs are rising. Growing anything but tobacco is costly: an acre of soybeans fetches only about one-tenth the return of tobacco. Danny Jones, 49, says that the old family firms will no longer support him, along with a brother and a nephew, so he has a full-time job in town. William Thompson, 57, says that if he can't earn enough while plowing his dry land in suburban Roswell, where he needs 20 head of beef cattle, Lawrence McCollum, 58, and the father of four sons, is growing tobacco as 50 acres that have been in his family for almost 500 years. "But I don't see much of a future for my kids in tobacco." For the people of Roswell and Rockingham, and for others in North Carolina, the narrative is the same: the future never changes. Four centuries after English colonists of Roanoke had discovered the profitable plant on the coast of what is now North Carolina, tobacco remains firmly domineered in its native land. □

## PUBLISHER'S choice

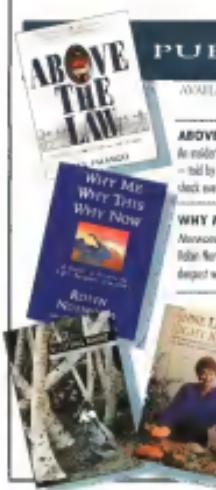
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## NIGHTMARE IN RWANDA

Ignoring an African-brokered ceasefire agreement, Rwanda's warring factions battled throughout the ravaged capital of Kigali. Analysts said that chances for a truce were lost after nearly 1,000 rebels learned of a massacre of 60 Tutsi teenagers by the Huthi pro-government militia. Amid the continuing fighting, France asked the UN Security Council to endorse a quick intervention of French-led forces. Since early April, an estimated 500,000 people, mostly Tutsis, have been killed.

## A NEW ERA

Ireland and the Vatican established full diplomatic relations after centuries of bitterness between Roman Catholics and Jews. The checkered history between Jews and Catholics included the wholesale expulsion of Jews from Portugal and Spain at the end of the Middle Ages. After 500 years began in 1965 when the Second Vatican Council implemented the notion of collective Jewish guilt for the death of Jesus.

## SAKNAKS SENTENCE

In the biggest court case to emerge from the 1981 failure of the Great Bank of Credit and Commerce International (bcc), an Abu Dhabi court sentenced the bank's founder to eight years in prison and its former chief executive officer to 14 years. The court also ordered 12 former bank executives to pay \$12 billion in civil damages. The sheikh's son, ailing family and the government's Abu Dhabi investment authority had held a 77-per-cent interest in the bank, which branches in 60 countries were shut down and faced allegations

## A BOMBING CLAIM

On trial for the murder of a Jordanian diplomat, a Palestinian terrorist held additional accusations in Britain that he "personalized" his blow. On Aug. 8, 1988, after setting fire to his British landlord's compound near Wrexham, Ten, the last week, Canadian Ruth Ellen Radcliffe, 36, was sentenced to 12 years in jail for her role in the shooting with U.S. leader Abu Nidal during their initial raid on the compound in which four federal agents and an FBI executive died. That led to a 31-day stand-off, which ended when fire consumed the British Diplomatic corps, killing Radcliffe and 86 of his followers.

U.S. District Judge Walter Smith described Radcliffe, who was accused as a weapons-smuggling terrorist, as "an unbalanced, nutting that she had to be dragged to safety when she tried to return to the burning compound after the stand-off." "She showed no remorse," he said. Radcliffe, who was hospitalized by others in the compound as early as a soft piece of clay," he said. Seven other defendants were sentenced to between 15 and 40 years' imprisonment. After the sentencing, many lawyers said

# World NOTES



## BORDER PATROL

A U.S. Coast Guard interpreter speaks with seven Haitian refugee elements in a leaky wooden sailboat intercepted off the coast of Haiti. In the past, Washington's policy was to send back Haitians pulled up at sea. But under increasing pressure from human rights organizations, the Clinton administration has ordered immigration officials to conduct stepped interviews of Haitian asylum-seekers and decide whether they should be granted refugee status.

## Judgment day

In court, her lawyer depicted her as an innocent victim of a "personal and delusional" madman cult leader, David Koresh, the self-proclaimed messiah who died in April, 1993 after setting fire to his Branch Davidian compound near Waco, Tex. The last week, Canadian Ruth Ellen Radcliffe, 36, was sentenced to 12 years in jail for her role in the shooting with U.S. leader Abu Nidal during their initial raid on the compound in which four federal agents and an FBI executive died. That led to a 31-day stand-off, which ended when fire consumed the British Diplomatic corps, killing Radcliffe and 86 of his followers.

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emerged from the courtroom in tears. "I was just crushed," she said. "It is entirely too severe." The judge, however, pointed out that none of the convicted men and women had apologized "or expressed any real sorrow for the dead or injured agents." The defense is expected to appeal.

## A case of immunity?

U.S. District Judge Sam Webber Wright exonerated a double life for President Bill Clinton as responsible for a sexual harassment suit by three women who didn't know whether he has presidential immunity in the case. Paula Berlin James filed the suit against Clinton in May, charging that he sexually harassed her in 1991 when he was Arkansas governor and was a state employee. The U.S. Supreme Court had ruled that presidents have immunity from being sued in actions that arise while in office, but it is unclear whether they can be sued for actions taken before becoming president. Clinton lawyer Robert Bennett has said that he plans to file a motion claiming presidential immunity because "this court has no authority to hear this case, based on constitutional grounds."

# BUILDING THE NEW ECONOMY

BY DEIRDRE McMURDY

COVER

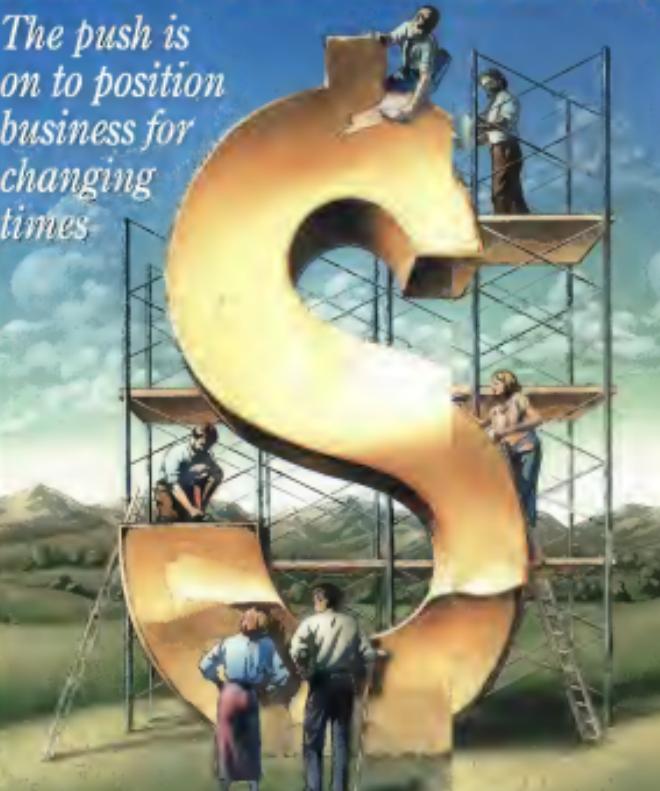
**J**oseph Schumpeter is hardly a household name in Canada. But even for those who have never heard of him, the Austrian economist who died in 1950 is very much a part of their lives these days. Schumpeter is the author of the economic theory of "creative destruction." His theory states that there are periods in history when long-established, but increasingly inefficient, economic and social structures collapse because they are no longer able to respond to the changing demands made of them. Then, after a painful time of transition and uncertainty, new and more relevant structures emerge. Even though he has raised the important debate again in a recent wave of workshops about surviving in the New Economy and best-selling business guides to the New Economy, Schumpeter was actually the last to identify the complex phenomenon that has so fundamentally changed the way that Canadians now work and live.

There is a magnificence—if hollow—ranging to the term New Economy. It evokes images of a future freed from frontier and political opportunism but, however catchily, it is an overly tidy oversimplification. It obscures structural shifts from the globalisation of financial markets to the decline of the welfare state. In fact, on several levels, the magnitude of upheaval—and opportunity—is associated with the rise of the New Economy (parallel) than that of the Industrial Revolution.

Starting around 1980, the forces of "creative destruction" were unleashed in Britain as steam power became cheap and widely available for industrial use. Workers were wrenching from their agricultural roots and compelled to move to cities where newly built factories provided jobs. As the methods and the organisation of the workplace shifted, people were forced to adapt their labor skills to new demands. Because the social framework and the role of government suddenly existed in a radically different environment, they had to be adjusted. And as mass production and mechanisation gained momentum, international markets became an essential aspect.

New computer technology is having as revolutionary and broad-based an impact on the economy as steam power and mechanisation did in those early days of industrialisation. It has

*The push is on to position business for changing times*



had a direct effect on how and where people work, on the skills that they must have to survive, on the globalisation of trade and on the demands that are placed upon government. And as it was during the Industrial Revolution, the climate of incertitude uncertainty and flux creates at least as many fresh opportunities as it does casualties. Those who are able to use the new tools to steadily emerging markets stand no time to propel their institution forward, can prosper to an enormous extent.

Such comprehensive change—and the ability to participate upon it—does not cause about overnight; it takes years for the established institutions to crumble or evolve and for the pattern of such manifold changes to become clear. In the case of Canada, economic circumstances and government policies obscured many of the early warning signs that change was in the wind. Through much of the 1980s, the Canadian economy benefited from a low dollar and a substantial trade surplus with the United States. Since that created economic activity and prospering at the time, the country was temporarily sheltered from some of the New Economy pressures that were starting to be experienced elsewhere. Similarly, the federal government's National Energy Program, which was in place from 1980 and 1984, kept domestic oil prices down and insulated Canada from the shock of international price hikes that had triggered major restructuring in the United States, Japan and Europe.

Because Canadian business was under less pressure to innovate and to increase in the 1980s, domestic productivity gradually began to falter, even as international economic competition intensified. At the same time, the open federal welfare programs and generous transfer payments fuelled growing regional disparity and the financial distress of an increased number of isolated Canadians. While the recession hit Canada in 1990, it was more fierce and prolonged because of the lack of awareness of the change under way—and the absence of a strategic national action plan that eventually, by partially stamping new layers of entrenched corporate fat and administrative bureaucracy, the recession finally exposed the rigid structure of a New Economy.

The New Economy diverges from the Old Economy in several key areas. In the past, Canada has relied principally on its comfortable trading relationship with the United States and on the export of unprocessed raw materials. The manufacturing sector was heavily populated by the branch plants of multinational companies, which produced goods exclusively for the limited Canadian market or components for products that were assembled elsewhere. Much of the technology, the marketing expertise and the manufacturing came from somewhere else in the world.

By contrast, the New Economy is driven almost entirely by computer technology and by the fast-paced change of that technology. Even companies that still operate in the resource sectors now use computers extensively to improve their productivity. In the New Economy, strong trade ties with the United States remain, but Canada is also reaching out to broader markets. For instance, in the first three months of 1994, Canadians sold Mexican \$116 million worth of goods, up 23 per cent from the same period in 1992.

But the steady integration of international markets—�ough regional free trade agreements like the North America Free Trade Agreement—has also enabled low-skilled, low-cost workers in less developed countries to capture low-skilled, higher-cost workers in countries like Canada, especially in the manufacturing sector (page 32). As a result, many of those jobs have been permanently lost. Low-skilled workers are not the only ones who have suffered: compensation and the corporate restructuring that it has engendered have also pushed aside white-collar workers and middle-managers.

The globalisation of capitalised financial markets, which has paralleled the boom in international trade, is also a pronounced driver of the New Economy. Using sophisticated equipment, currency and bond traders can move huge sums of capital around the globe within seconds, responding almost immediately to events in specific markets. Last week, for example, the Canadian dollar was bid up again—by measuring uncertainty about the upcoming Quebec election.

For Canadian business, the imperative to compete in those international markets has highlighted the need for efficient, low-cost operations. That push to improve productivity has forced many large, cumbersome corporations, which dominated the Old Economy, to narrow their focus, reduce their size and dismantle much of their organisational structure. To some extent, that restructure has allowed small Canadian-owned businesses, forced to serve specialised niche markets, to flourish. It has also prompted an increase in the number of people who work on short-term contract assignments or as consultants on specific projects. But most significantly, Old Economy "downdrafts" has created a new class of chronically under-employed workers who are struggling to find their place in the new order.

As at the time of the Industrial Revolution, these fundamental shifts in domestic and international economies are gradually prompting changes in government and in social policy. There is an increasing acknowledgement of the need to adapt the existing social contract between individuals and the welfare state to better suit the shifts for workers and employers in the New Economy. And that adjustment may just require the most creativity in this cycle of Schumpeter's "creative destruction." □

# Cross-training

*Helping workers to set out in a new direction is no easy task*

**A**sk Devil Boucher if giving up his job in an steel factory and retraining for a new career was worthwhile and his answer is an enthusiastic "Yes." Three years ago, Boucher, now 32, was waving tales of his classified steel around a yard at the Algoma Steel Corp. plant in Sault Ste. Marie, Ont. "The pay was good—about \$14 an hour. But Algoma was close to bankruptcy and threatening to lay off 5,000 workers. So Boucher jumped at a chance to enrol in a retraining program run by the Canadian Steel Trade and Environment Council (CSTE), a union-management body funded by Ottawa and the Ontario government. The program paid for his tuition and books, and allowed him to collect unemployment insurance benefits while he studied criminal justice and the science of Lake Superior State University in neighbouring Sault Ste. Marie. Metis Boucher graduated in May, 1985 and in March, he was chosen over more than 100 other applicants for a job with the local fire department. In his case, Boucher says that the \$100,000 that governments have invested in retraining him has reduced him from the growing ranks of the permanently unemployed. But he knows other CSTE graduates who have yet to find work in new fields, or who have returned to Algoma. In those cases, he says, the benefits from retraining border on the tragic. "The reason they did it is to prevent them from passing on welfare," Boucher said. "It's a long-term lesson."

In Ottawa, Human Resources Minister Lloyd Axworthy is also trying to find the right retraining formula as he forges ahead with his long-promised overhaul of Canada's social safety net. Axworthy wants to revamp the \$18-million-a-year unemployment insurance program as well as a host of other federal and provincial training and retraining schemes. He wants to replace programs that simply pay benefits to the unemployed with more comprehensive retraining and career-counseling programs better suited to the New Economy. "The economy and society have changed, yet Canada's social security system has not kept pace," Axworthy said. " Fighting unemployment requires an investment in people."

That is the theme of several federal, provincial and industry retraining experiments in recent years, including the widely studied New Brunswick Works program and CSTE. Axworthy appears to be enthused by those pilot projects, but he has been discounting obstacles to applying similar plans nationally. The biggest hurdle is cost. Initially at least, extensive retraining programs are more expensive than other assistance programs. In the case of New Brunswick Works, a federal-provincial program established in 1982 to retrain 3,000 social assistance recipients—many of them single mothers—participants receive an average of \$12,000 a month for training and living expenses for three years. That compares with \$847 in



Devil Boucher, a 32-year-old firefighter in Sault Ste. Marie, Ont., is one of the first to benefit from a cross-training program.

assistance for a typical single mother not enrolled in the program. Yet, as Axworthy says, cutbacks for reform, he is also under pressure from Finance Minister Paul Martin to slash social spending. Axworthy, federal officials concede, that retraining programs alone will not make a large immediate dent in Canada's 15.7-per-cent unemployment rate. "Some of that is disillusioned and some of it is just the lack of jobs," said Joanne Steeles, chief of employment programs analysis for the human resources department. "I think we have to look at both."

Regardless of the overall unemployment rate, most experts argue that upgrading skills and qualification improves almost anyone's chances of finding a job. But several recent studies have discussed technical progress as ineffective. However, results from some of the newer programs are mixed. In the case of New Brunswick Works, half of the

3,000 people who entered the three-year program in May, 1982, and May, 1983, have dropped out. Steve Jewell, 36, a former Fireman's Fund insurance agent, is one of the first 1,100 who left the program—but he counts himself as a success. Jewell says that he gained enough skill and confidence to earn the equivalent to May's job by becoming a sandwich shop in downtown Fredericton. He adds that he realized early on why support for leavers outside the classroom was crucial. "A lot of the ones that quit were single mothers," he says. "They didn't have cars and they had to get transportation and baby-sitters and stuff."

Don Ferguson, the director of programs for New Brunswick's department of human resources says that returning single mothers and other long-term unemployed recipients end up, and stay, in drop out of even the most intensive training programs. But Ferguson added that it is the long term it is an investment that will pay off if at least some of the people are effectively employed.

In the case of the CSTE program, union leaders and company managers are attempting to cope with a long-term decline in employment in the steel industry that will likely continue even if there is a strong economic recovery. Because of technological improvements, steel companies, like a lot of other Canadian manufacturers, have reduced their payrolls over the past decade even as they have boosted production. Since launching in 1980, CSTE has helped 11,269 displaced steelworkers across Canada—about one-quarter of the industry's workforce at the time. Of those former workers, half have enrolled in courses of study that they design themselves with advice from CSTE counselors. Frank Bell, CSTE's director of training and advocacy, says that about 75 per cent of graduates from

those programs have found new jobs, the majority of those outside the industry. And while in many cases their salaries may not be as high as when they left the steelworks, their prospects for continued employment are better. That success rate is higher than most government-sponsored retraining programs, and talking with supervisors and participants at the CSTE program in Sault Ste. Marie reveals some of the reasons why. First, the program stresses the importance of decided initial motivation. In the Sault, local organizers carefully interview each one of the 1,720 Algoma workers who approached them. "Some of them may have wanted to get into it for the wrong reasons," says Alleen Greco, a senior human resources officer at Algoma and joint coordinator of the program. About 850 workers eventually enrolled in courses at local colleges and other institutions. Greco said that the fact that Sault Ste. Marie is a relatively small city means that participants received a lot of on-the-job support from the community.

In Sault, because Algoma had employees with the best training, many of the participants were in their 30s and 40s and many stayed in their jobs. David Boucher, for one, had completed two years of community college training as a boilermaker when he joined Algoma in 1982. In addition, many of the successful trainees had the benefit of another member earning income while they studied. In Boucher's case, his wife, Joanne, is an architectural draughtsman who works at home, where she can help watch the couple's six-year-old son, Jordan. Another successful graduate, Heather Whalen, 36, was a single mother. She gave up a clerical job at Algoma in 1983 to enrol in a two-year nursing assistant's course at Sault College of Applied Arts and Technology, and moved into a basement apartment in her parents' home.

But even after passing their courses with flying colors, Whalen and Boucher and many other graduates at the Sault have encountered tight job markets. Boucher was told that there was a waitlist at the fire department, where the staff has been at 40 for the past several years. In Whalen's case, she had had two full-time jobs the day she graduated, and quickly landed a job at a local senior citizens' home. But the home has actually reduced its total staff in recent years. However, it has increased the number of nursing assistants and reduced the number of higher-paid registered nurses. As a result, both Whalen and Boucher, so far, are earning slightly less than they were in their old jobs at Algoma.

So is possibly the most spectacular success performer in the CSTE program in the Sault, Linda and Lloyd Holchkin, 30, for their firmness in the steel plant, graduated from Algoma University's 180 members of the first year's training class in 1985. However, armed with a Bachelor of Business Administration degree, Holchkin is now working as a general manager for a local shop, which is only a smaller job. He adds that he is earning "considerably less" than the \$10,000 a year he earned when he was laid off from Algoma in January, 1984. Still, he is upbeat. "Ultimately, I'll be earning more," Holchkin says.

Ironically, Holchkin says that the town's overall prospects still depend largely on Algoma Steel. "When the steel industry shows signs of recovery, the Sault shows signs of recovery," Holchkin says. While an extensive retraining program has prepared Holchkin and others for jobs in the New Economy, the availability of those jobs will depend, in large part, on the performance of the Old Economy.



JOHN DALY in Sault Ste. Marie

# Doing what it takes

**A**t the recent Multimedia '94 conference and trade show, more than 300 musical exhibitors, from computer industry giants to small niche companies, displayed their wares for managing digital technology with traditionally analog media such as text, photographs, video, voice and music. For some visitors, the Toronto show also served as an on ramp to their search for work in the information highway. All in all, says an industry insider steeped by the likes of Bill Baker, a founding partner of The Building Group Inc., quickly devised a few tech questions the kinder-out-a sheet of paper being the qualifications that any serious applicant should have. The technical requirements for working at Building, a Toronto marketing firm that specializes in new communications technologies such as interactive kiosks and CD-based publishing, are comprehensive. They include a background in graphic design or video production and proficiency in laser, and jet-ink-style, software, as well as in Macintosh, Microsoft, Director or Sound Pro. But, Baker notes, technical skills are just part of the story. "Employers are not just looking for the right technology," he says. "They are looking for people who are creative, flexible and able to work well in teams. "I like to sum it up by saying we are looking for the professional eclectic."

## Employers set out demands for a broad range of skills

get an entry level job in the oil and gas industry, for instance, workers need a Grade 12 education just a few years ago. Today, they need Grade 12, and by the year 2000, according to industry experts, they will need 10 years of formal schooling. Such changes have made the traditional distinctions between blue-collar and white-collar workers largely irrelevant. Instead, the "blue" sector can increasingly be defined as "knowledge workers" — those who are highly trained and skilled—and capable of learning. On the latter, the former could be particularly bleak, as the global economy shifts to a call-by-number system. "There was a time not so long ago when we recruited the No. 1 employee we asked was 'How long will this employee stay with us?'" says Roger Lemoine, manager of recruitment for CFC Bell Systems in Montreal. "But, in many other corporations, it's trying to do much more with down people," according to Lemoine. And when defining its recent rounds of layoffs, he says that he kept those with the strongest people skills those who could delegate, could relate well to other people, were sensitive to other's feelings and could analyse how to get the best work from them. CFC also looked for those employees who were prepared to make decisions, whatever their level. "The gap in the shop floor to realize that he has a direct impact on the bottom line," Lemoine explains. "He decides not to fix a wheel bearing, the car will break down and that will hurt our customer service."

While the future may belong to the knowledge worker, getting there will involve some surprisingly old-fashioned skills. "The knowledge areas have not changed," says Jim Kloosterboer, director of human resources for Arthur Andersen & Co. in Toronto, who recruits chartered accountants personnel from business schools across Canada. "We have always looked for people with good communication and interpersonal skills." Kloosterboer

Advanced technology has forced growing numbers of employees in a wide range of positions to view the big picture—and what their contribution is to it. A decade ago, for instance, the work in an oil refinery was highly structured and largely mechanical. Workers were responsible for operating valves and maintaining pipes to their immediate area, in the way they had been taught. But in reflexive-behaviour computers, workers moved off the plant floor and into a remote office where the controls were located. This has resulted in two major changes, says Delaney. Fewer people are needed to operate the refinery and those who are still there must understand the workings of the facility. "People must be able to deal with the conceptual view of the operations," he adds.

The recession has further hardened the need for employees who can work efficiently and effectively on their own as well as in teams. To reduce costs, Canadian companies cut thousands of jobs—and, unlike previous recessions, these cuts often come from middle and upper management levels as well as from the shop floor. "There are now far fewer managers in the organization," says Lemoine.

More employers are now willing to turn to the educational system with the hope that it will produce future employees who are prepared for work. "I hear all the time from people, 'We need people with more skills,'" says Ian Lee, president of Multidisciplinary College, a private vocational school in Grand Center, Alberta. As a result, says Lee, who served on the Alberta government's recent review of its education system, one of the most important lessons a student can learn is how to learn. "As a student who never learns to synthesize information and make connections between disparate situations becomes a passive employer, waiting to be told what to do, and how to do it," explains Lee. "Canadian business and industry needs a lot more from its employees—and so does society."

The last piece of technological change also makes it imperative that employees continue to learn throughout their careers. Roger Bowmer, a vice-president of the University of Waterloo in Ontario, notes that personal computers have become a great novelty only in the past decade. "Who knows which particular industries will be around 10 years from now?" Bowmer says. "That means we are not training people for a job; we are training them to think." Studying in programs that encourage critical thinking and mathematics are "strongly encouraged" to take courses in liberal arts as well



**Right** (left): the search is on for "professional eclectic" who can meet a host of new requirements

Bowmer says. At the same time, he adds, the university's culture deliberately aims to contribute to student innovation what is needed in the global world. "We are trying to encourage students to work for four to five years before graduating [age 21]. And university faculty are encouraged to interact with industry, so that they can bring firsthand experience back to the classroom," Bowmer says. "It's more than simply looking at books," he adds.

Despite the importance of a formal education, some first-time job hunters might be bemused by how fast and recruter's interest is in those who have never learned to learn. "Students who never learn to synthesize information and make connections between disparate situations become a passive employer, waiting to be told what to do, and how to do it," explains Lee. "Canadian business and industry needs a lot more from its employees—and so does society."

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graduate students without a good grasp of the global economy and the major trading blocks that comprise it," says Scott Curson, senior of counsel at the law firm of Sunblair's University in Halifax. "That means people may be well suited to different cultures if they want people to do things in those cultures." At the same time, the heightened emphasis in Canada on small business as the engine of economic growth is also forcing students to have a broader, more specific perspective. According to Curson, many job opportunities for students who are granted to work at large, publicly traded companies—but those companies represent a diminishing percentage of Canadian employees. "Instead, we need entrepreneurs and people who are self-employed," he says.

To be prepared for the changing business environment, Curson, the former head of east coast corporate finance for the Canadian Imperial Bank of Commerce, studied a review of the department when he took over as dean in 1992. His aim is to devise courses to teach students specific abilities that differentiate them should have on graduation. Curson has also established a business advisory board of executives from Canada, Mexico and the United States to keep the department's view of current trends. Students, furthermore, are encouraged to study for a term or a year abroad at any of the universities in Mexico, China, Vietnam and Scotland with which Sunblair's has forged links. Specialist, generalist, visionary, doer, highly trained, skilled, communicator, local activist and global trade—the New Economic employer has to wear many hats and, to compete, must wear them well.

## THE EMPLOYERS' WISH LIST

When it comes to looking for the next ideal employee, each company has its own priorities. Still, in addition, with industry executives, analysts and academics, certain desirable skills and qualities were mentioned time and again. In addition to being technically proficient, a top-notch employee should be:

- able to conceptualize
- ✓
- creative
- ✓
- able to interact with others
- ✓
- motivated
- ✓
- able to think independently
- ✓
- analytical
- ✓
- able to learn
- ✓
- communication
- ✓

multicultural students without a good grasp of the global economy and the major trading blocks that comprise it," says Scott Curson, senior of counsel at the law firm of Sunblair's University in Halifax. "That means people may be well suited to different cultures if they want people to do things in those cultures." At the same time, the heightened emphasis in Canada on small business as the engine of economic growth is also forcing students to have a broader, more specific perspective. According to Curson, many job opportunities for students who are granted to work at large, publicly traded companies—but those companies represent a diminishing percentage of Canadian employees. "Instead, we need entrepreneurs and people who are self-employed," he says.

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BARBARA WICKENS

# Graduates with work

For many new college and university graduates, the hard part is just beginning—the challenges of finding a job in the shrinking workforce of the New Economy. But one study option that appears to be addressing that problem successfully is co-operative education, a concept that merges classroom teaching with work in the real world. Various programs involve students from three to six months, lasting four months each during a two- to five-year course. Launched in Canada 27 years ago at the University of Waterloo in Ontario, the co-op philosophy has spread rapidly in the past decade and, because of its success in the eyes of students and employers alike, continues to grow. There are now more than 50,000 students doing co-op studies in almost all disciplines—from liberal arts and health studies to computer science and engineering—at 60 colleges and universities.

To get a sense of the aftermath of the programs, MacLean's spoke with six recent co-op graduates—their new working lives (looking for work and on co-op graduate school)—and found them confident and thoroughly satisfied with the choices they made. Notably, they made it clear that they feel it is up to them to make and keep themselves employable or rapidly changing times.

**MacLean's:** The conventional wisdom about your co-op days is that you are a bitter batch of over-educated and underemployed Generation Xers, angry with your elders for leaving you with few good job prospects. Do you identify with that?

**Murray:** I don't think it's as bad as you put it. Or maybe it's different for different fields of engineering because, at least for the people who were in my class, if they were looking for a job, they found one.

**Possess:** Well, the economy is a little rough. But it isn't as doomy and gloomy as they say with our generation.

**Unger:** I know people who are bitter and frustrated but I don't identify with that personally. I think we have more opportunities either than less, compared with people eight or nine years ago who were entering the workforce right after the baby boom. Sure, the economy has shrunk, but the

## Co-op students are confident about careers in the new economy

workforce in my generation has shrunk, too. Part of the frustration is that for the most part our parents grew up in the same jobs, with a lot of job security, and now we are faced with a lot of short-term employment and less job security. I think it requires an attitude change more than anything else. You have to be willing to adjust to the job market.

**MacLean's:** *Ray, you spent five years on the working world before going onto Mohawk's co-op program. Do you think co-op grads have an advantage over other job seekers?*

**Makensbach:** You know, I think we do

think the work experience really pays off. Along with the experience, you need an education that will take you somewhere, of course, whether it's engineering or computer science or anything like that.

**Sege:** I have seen how things are affecting people in our generation, whatever it's called, but also in my parents' generation. Both my parents have gone back to school recently and my father graduated from the University of Toronto last year [the company shut down and he had the work experience but not the education]. I think our combination of current university degrees plus current work experience is actually giving us an advantage over some of the people who have just been laid off.

**MacLean's:** So the other advantage of a co-op program are job placement, real world contact and, of course there is the appeal of a programme during your university. Anybody else?

**Sege:** It's not just the technical experience you get in a work term, but it's also the experience you get in your work, during project planning, estimations of how long something will take, that's not the kind of stuff we get in school. You can also experience a little bit—cause it offers a chance to try different things.

**Unger:** Now, you're working with an employer who is very eager to the fact that you are learning and so you're not as intimidated.

**Unger:** As well as getting a better feel for the field I want, the co-op experience gets me in contact with supervisors who were very much mentors. I would just trust them as an employer there to do something in them.

**Possess:** In co-op experiences, you really get to apply what you have learned in school to the job in a real-world office. You get to search out what you're good at and what you're not. I did a year of school before going out to a work term and, in geography, I really wasn't sure where I'd be employable. When you see which employers are searching for undergraduate students, it's surprising to see where you can fit into the workforce.

**Makensbach:** I'd really have to agree. The opportunity to explore and the supportive nature

of co-op was excellent for me. Especially in a larger organization where there's an opportunity to move around.

**Murray:** It was pretty much the same for me. You get experience with different fields of study and in the end you get a better understanding of what you want to do in the future.

**Sege:** *Geiragh:* We've all been brainwashed.

**MacLean's:** But what about fear that the co-op movement is threatening the traditional role of higher education—that of producing an enlightened citizenry—by focusing so closely on the needs of employers?

**Unger:** I think the fact is that business drives the world. I think you need to be part of the process. Experience [in a co-op] is a big difference between what you learn in school and what you really do in the industry. Right, I don't see the two as separate. Otherwise, I'd be a B.Sc. I look at all the same courses as anyone who didn't do co-op. I don't see co-op taking away from that learning process.

**Sege:** I would say co-op takes

the edge off the university to give people practical knowledge and technical experience in their courses, so it can concentrate on the theory and the new ideas and the new research coming up.

**Unger:** Some friends of mine in the traditional academic courses had to take part-time jobs to stay in school, and that affected either their school work or their ability to participate in campus life. I needed income, too, like a typical Canadian student, but it helped me to have a definite split between my university and work terms.

**MacLean's:** *Ray:* Co-op programs have not been immune to the effects of a shrinking economy. Few new placements are being made these days. What do you think about that?

**Makensbach:** Yes, that really is becoming an issue. People like IBM and Ericsson and Royal Bank used to hire 30 or 40 people for each

work term, and suddenly they've down to five or 10.

**Sege:** When I took my first co-op position, I was willing to take a job that I knew was nowhere near what I wanted to do for the rest of my life. But you have to just get with it if you have something to go with for your first one.

**Murray:** It's getting easier and more difficult to find work terms. I think the students are becoming angry towards the co-op service [the campus office that locates companies looking for student help] because it

doesn't provide some of them with any work MacLean's. What would you say to students who are taking the traditional academic route?

**Sege:** I'm now in a position where I look at students who are applying for co-op and, if they don't have any work experience, my company cannot afford to train them. So they get a "Sorry, no thanks, we're not interested" letter right away, regardless of how wonderful their education is. It helps if they can show they have done a research project, or they have been working for a professor at the university or did some contract work on their own or a lot of volunteer work—things that show that they have the project management skills.

**Murray:** That they have some leadership qualities.

**Makensbach:** One thing that you have a chance to get good at is a co-op program is interview skills, and their value should not be underestimated.

**Unger:** Sure. We went through a formal interview process, as well as by telephone, for a number of jobs every work term. By the time I graduated, I knew what to expect when it came to presenting myself for a job.

**Possess:** Yeah, when you have eight to 10 interviews within a two-week period, you learn to prepare, you learn to anticipate. Sometimes you are in front of one interviewer, sometimes there's a panel of three. That's realistic, in the sense that you have to prepare for all types of questions.

**MacLean's:** *What does the term "New Economy" mean to you?*

**Murray:** I think the New Economy is the globalisation of the market. Companies have to be more cost competitive and gain a global understanding of their clients. And I think one of the keys to that is to have specialists inside the organization—mechanical engineers or other people—who have a global understanding of the whole place and are experienced in international markets.

**Sege:** I think some of the talk about the New Economy has been exaggerated. Certain kinds of jobs are disappearing, but other kinds are growing exponentially. A perfect example is a company like IBM when they're still laying off people, but they're also hiring people left, right and centre with different skills in their development centre.

**Possess:** Because of globalisation, competition, demanding for efficiency, what is re-



**RAY MAKENSBACH, 24:**  
Computer systems technology diploma, Mohawk College, Hamilton, 1993. *Chose college as a quick route to employability after a back injury forced him out of construction work. Did all three work terms at The Royal Bank, where he is now employed on contract in Toronto.*



**ANICK MURRAY, 24:**  
Mechanical engineering, Sherbrooke University, Quebec, 1993. *Most of her classmates have taken jobs, but she decided to continue in a master's program. Work terms included stints in France and Japan.*



**JOSÉ PESSOA, 24:**  
Environmental studies (geography), University of Waterloo, Ontario, 1993. *Just completed his program. Work terms gave him experience in municipal and federal government. Looking for a job.*



**KELLY REIS, 24:**  
Biology, Simon Fraser University, Burnaby, B.C., 1992. *Did two work terms in the SFU labs and has had two contract jobs there since graduation. There are no openings. Looking for full-time work.*



**VICTORIA BEATY, 34:**  
Computer science, University of Waterloo, Ontario, 1994. *Did work terms in Calgary, Ottawa and France. Works for思科Net Inc., a small computer consulting firm in Toronto.*



**RONALD UNGER, 28:**  
Chemistry, University of Victoria, 1993. *Work terms included assignments in Alberta and England. Works in Vancouver for Phillips Environmental, a fast-growing environmental services firm.*

quired is a new type of worker, someone who is able to absorb information, handle it, manage it. For us, as recent graduates, we may have the skills through coop and our education to fit into the New Economy. But for those people from an earlier generation who are used to manufacturing jobs, they may not be in a position to benefit from the New Economy. Macleish's. But to move the pace of change is not stopping now. Twenty years from now, you'll have more graduates adapting to your field, adapting they're more comfortable and flexible dealing with the new tools and techniques of the day. Do you feel that yourself?

Macleish: I do. I know I do. The company where you can spend the rest of your life is almost gone. It's gone; it has been graduated, but my biggest responsibility is to stay as responsible, and I have to do that by constantly upgrading, taking courses, maintaining my basic knowledge.

Reiko: We have started our careers at a time where you don't just walk into a job and stay for 40 years. I think we are more aware of the changes and the necessity to keep up than previous generations.

Macleish: True. You could make just one decision to move, and people looking high school on how to prepare for those working there, what would it be?

Seay: Just now? Hansen: Well, the one thing they have to learn is and while they are trying to develop their skills is to try and stay a little longer. Don't try and do everything at once. Focus on what it is you want to learn, say, for the next four months, or the next year, and at least pursue it a little.

Unger: I believe in mentors, so I would say get to know as many of your professors and faculty as you can. And I'd say the best way to get involved with your faculty is in the co-op program. The work terms also give you a good chance to talk to your supervisors and other people about how they got where they are.

Macleish: My main piece of advice would be to do what you like, and start from there. Because if you go into math and you hate math, will forget it. But it's important how many people do that, either because they are forced to by their parents or whatever.

Possman: I think you should take a lot of classes along the way. You should be well informed. And don't be afraid to try things. Reiko: I'd say it's important to find out about yourself. So I would recommend traveling, and not to be in a big hurry to finish university. And so what if one takes you a little longer to graduate? Take your time.

Murray: Get to know yourself, get to know what you want to do in the future and don't rash anything. You have to be prepared to learn all your life. We have a tendency to think we only learn in university and that after we get our degree it's finished.

Macleish: So, that's pretty much a couple of you recommendations to students.

Seay: Oh, I think we all know they would be going to the co-op route. ☐

# Making mincemeat of Marx



## THE BOTTOM LINE

BY DEBORAH MC MURRAY

**A** shocking fact has surfaced in the read in the New Economy. After more than a century of adversarial relations and classed confrontation, it now turns out that labor unions and corporate management actually have a great deal in common. Marx would shudder and shake his head at such a radical notion. Lenin would likely break into a diatribe about running dogs, imperialism and other scoundrels of the proletariat. Mao might dispatch the Red Guards to "revolutionize" the bourgeoisie. But while it may deflate the dialectic and diminish the drama, several economic circumstances have given birth to a shadow of a doubt that workers and their "oppressors" are actually on the same team.

During the recession, it became clear that management/worker conflict is a losing battle. The nature of the game was single survival and in pursuit of that mutual self-interest, both sides had to bend or break. The traditional parent/child dynamic was transformed into a new relationship between a competing adults. In order to preserve jobs, unionized workers are forced that they had to accept massive layoffs, wage rollbacks and the capital budget cuts that compelled them to do more with less. But their bosses faced the same challenges, middle and senior managers were just as likely to be laid off and shown-out on their union counterparts.

Calgary-based Canadian Airlines International Ltd. took it even farther. There, an ailing union gradually overcame their dual stratum of air members and passed down to trade critical wage and benefit concessions for a voice on the lifelong company's board of directors. An Canadian struggled to stay afloat, the employees pulled together and gradually played a key role in saving the airline—and most of their jobs—with a crucial infusion of cash.

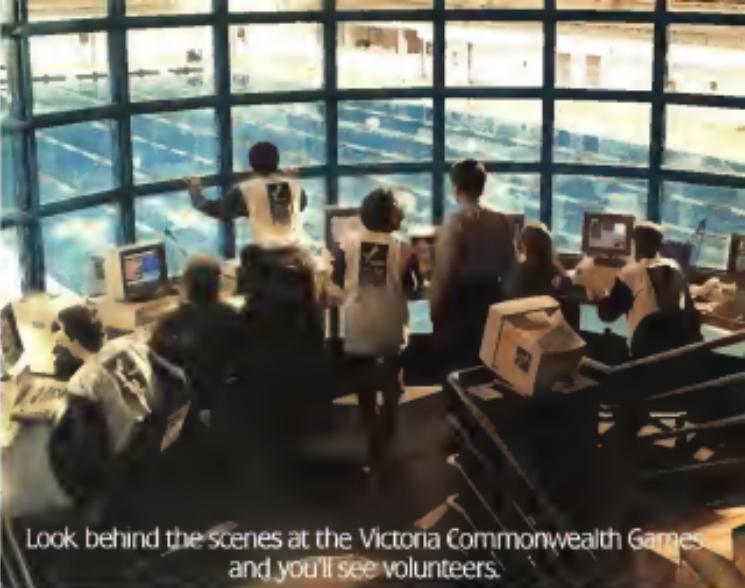
So, now what? As the New Economy stretches the rubble of the recession and restructured corporate sector emerges, the need for unions and companies to hold and broaden such newly forged relationships

is imperative. For Canadian business to compete effectively in an era of global business, it must have a workforce that is—well for all feasible, responsive and competitive.

That means that reality now excludes any expectation of lifelong employment at the same company, automatically followed by retirement with a full pension and gold watch. More concern turns to four employees for job security or for their long-term welfare any longer. And rather than seeking refuge in a collective that shuffles the weak and the unproductive, workers must be individually accountable for adding value and ensuring that they remain employable. In exchange, they will have a guaranteed place on the table because corporate managers depend more than ever upon the contribution to success.

There are, however, a couple of catches in this scenario. The first catch is that the corporate models in the New Economy are a threat to the dignity of entrepreneurship and originality. Over several decades, labor leaders have sought to narrowly define workers' functions, to block demands that extend beyond that prescribed scope, to establish hard and fast rules about who can do what when and under what conditions. And with such a mindset, qualities like flexibility and responsiveness are out of the question. The second catch is human nature. Having made significant sacrifices throughout the recession, many workers expect some material payback from their employers now that the crisis is over and recovery is on the rails.

This brings us back to Canadian Airlines. While the threat of imminent bankruptcy has now passed, the dealer is no longer the real carrier Air Canada, as strident conditions it from the very employees who bailed out the company just two years ago. Last week, pilots in Canadian Regional Airlines, a wholly owned subsidiary of Canadian, voted 90 per cent in favour of a strike this summer. A spokesman for the Canadian Airline Pilots Association said it all when he declared that his members have "gutted their class" and now deserve a salary increase. Score one for Mao and Mao. For now.



Look behind the scenes at the Victoria Commonwealth Games and you'll see volunteers.



Marx: some workers and their 'oppressors' are now playing on the same team

© 2001 Canadian Press

Look behind the volunteers and you'll see Rob, Dave and Dave.



Rob McMurry, Dave Smith and Dave Hatherly are the heart of the project team that designed the system which will be used by the volunteers during the Commonwealth Games. Rob, Dave and Dave work for IBM but as Lisette Colbert, their Games client says, "Some days you can't tell who's the client and who's from IBM." — Whether you call it "responsiveness," "teamwork," commitment, or just good service, it's what every

customer wants. And today's IBM delivers it. — Lisette Colbert told us. "When I think of IBM, the first thing that comes to mind is Rob, Dave and Dave. These guys make it so easy for us." — Let the Games begin.



Dave, Lisette, Dave, Hatherly



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IBM

"Only  
certainty:  
Bull is  
uncertain."  
31 Dec., 1980  
Financial Post

"Week's  
drop on TSE  
steepest in  
10 years."  
19 Sept., 1981  
Globe & Mail

"Recession  
looms  
ahead,  
economist  
says."  
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Forbes

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Run. It's too  
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Forbes

"Outlook '86:  
Despite  
uncertainties,  
still bullish in  
Canada."  
25 Jan., 1986  
FINANCIAL POST

"The Wolf is  
at the door...  
1929 all  
over again."  
22 Apr., 1986  
Forbes

"Why the  
market  
crash won't  
cause a  
recession."  
30 Nov., 1987  
Forbes

"It's still a  
guessing  
game after  
the crash."  
16 Apr., 1988  
FINANCIAL POST

"Stock markets  
plunge in  
wave of  
panic selling."  
14 Oct., 1989  
Globe & Mail

"Markets  
make  
spectacular  
recovery..."  
17 Oct., 1989  
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faces dreary  
future,  
experts  
predict."  
28 Jan., 1990  
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"Canada's  
in a depression  
- that's the  
bottom line."  
16 Jan., 1992  
Toronto Star

"Panic in financial  
markets subsides...  
interest rates roar  
to new heights."  
19 Apr., 1994  
Maclean's

# THE ECONOMY CHANGES.

## GOOD INVESTMENT PRINCIPLES DON'T.

\$10,000  
INITIAL  
INVESTMENT  
SEPTEMBER 31,  
1981

1981

April 30,  
1994:  
Trimark Fund  
\$86,038

April 30,  
1994:  
Trimark  
Canadian Fund  
\$54,773

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Source: 6 Mutual Fund's total year end financials and more information the Fund's prospectus is available free upon request. Important information about your mutual fund is contained in its prospectus. Read your prospectus carefully before investing. You can obtain one from your financial advisor or from Trimark Mutual Funds.

# Small is beautiful

*Canada revs up a new engine for economic growth*

For thousands of laid-off workers, Eric Goodman was forced to balance opportunity against financial risk. In 1993, the computer software firm that the Ottawa marketing executive had been working for went west. And Goodman had to decide if he should sell his house to help finance a new company. He decided to gamble. He sold his spacious home, moved with his wife and three sons into a more modest home and has never looked back. Goodman's new company, Falcom Technologies Inc., has become one of Canada's top developers of corporate computer software. But Falcom is more than just a successful small business. Many economists say that creating such knowledge-based companies as Falcom is critical if Canada is to compete in the world economy. And Goodman, 32, who serves as Falcom's president and chief executive officer, says that many Canadians who start new companies each year face the same risks. "There is tremendous personal financial stress," he says. "Goodman. But in the end, that motivates you more productively."

As Canada emerges from an economic rut, large and medium-sized companies, state-of-the-art companies like Goodman, are the exception. Alarmed by the withering or restructuring of many large corporations, governments are now turning to the small-business sector to ensure Canada's long-term economic growth. In fact, following the federal election last October, Ottawa created three committees to explore how to generate more small-business start-ups. Said Phil O'Leary, who is chairman of both the Canadian Chamber of Commerce and the committee overseeing the regulatory environment surrounding small business: "The Canadian economy was built by big business, but now we need to take the arm of small businesses and let them expand."

In the United States, major corporations have started to hire back thousands of workers in the economy has recovered. By contrast, in Canada small businesses are expected to lead the recovery. In fact, small business is already a major force in the economy. In 1991,



there were 602,223 firms with paid employees operating in the country. And nearly 97 per cent of these firms had fewer than 50 employees. As well, during the 1990s small firms accounted for as much as 65 per cent of the 2.5 million jobs created by the private sector. Goodman, who has three partners in Falcom, which had 120 employees and revenues of \$17.5 million in 1993, are typical of many Canadians who are building successful businesses. And Goodman says that Falcom's success could be repeated many times over if the federal government would develop a plan to help businesses in the knowledge-based sector. But, added Goodman, "They [Ottawa] spend more time talking about fish than computers."

To reverse the thousands of jobs that have been lost over the course of the recession, small businesses—like Falcom—will have to grow rapidly. For one, Corel Corp. of Ottawa has proven that large companies can grow out of a good idea. Corel, which develops software for computer-generated

graphics, was founded in 1985 by Michael Cawley. Corel now has 350 employees and its international sales reached \$40.2 million in 1993, up 56 per cent over 1992. And Cawley says that if Ottawa insisted that the small business sector should do even more, added Cawley, "They should stimulate the sector with tax incentives."

But however pronounced their domestic role may be, small businesses have not been large exporters. According to Falcom's Goodman, exports by small business have traditionally lagged because the Canadian economy has been dominated by multinational companies, and small businesses failed to develop strong marketing skills. Currently, Canada's 100 largest corporations generate about 70 per cent of foreign trade. Since Canadian subsidiaries rarely had to market their production internationally, that task was usually left to the foreign-owned parent. But with risks like the Goodman on the scene, Canada's growing army of small businesses could soon conquer the world.

## WHERE CANADIANS WORK

In 1991, there were 10.6 million employees. The breakdown, by percentage, is the same as the one in which they worked:



RONALD PENNELL



# Starting up a business

*New companies are bypassing banks to raise funds*

Terry Bergman knew that he was in for trouble when his bankers thought that a tort law was a silly idea. In 1986, Bergman used his banker to discuss a plan to develop a sophisticated software system, invented by his father, an engineering professor at the University of Saskatchewan. "I walked into the bankers' office and they were still laughing about the tort law," he recalls. "When I told them that I wanted money to make a device that would weigh racing vehicles, that really cracked them up. They told me in no uncertain terms how ridiculous

it was." Since then, Bergman, now 38, the most often small-business people with ideas that are bigger than their bank balances, has gone through endless frustration over financing. "As a technology company in those days," said Bergman, "you couldn't find a bank that would give you the time of day." Eventually, with the help of government research-and-development funds, a wealthy private investor, venture capital funds, a foreign bank and, most recently, the stock market, Bergman has built a Saskatoon-based company, International Road Dynamics Inc., that directly employs 50 people and with \$8 million worth of high-tech highway measurement instruments each year.

Bergman's enterprise is typical of the kind of company that Canada needs to ensure long-term economic growth. It has developed unique, specialized products to meet a growing demand in a number of international markets, and it provides skilled, well-paid jobs for Canadians. But as the age of the

Bergman "you couldn't find a bank that would give you the time of day"

New Economy dawns in Canada, governments, entrepreneurs and even bankers have come to realize that emerging companies like Bergman's can be held by the "insoluble, outmoded lending practices of Canada's Old Economy banks. International Road Dynamics' tort law was Bergman's father's research on the scientific principle that the weight of moving vehicles is different from the weight of stationary vehicles. Companies like Bergman, which are built on sophisticated knowledge far "intellectual capital," in the jargon of the New Economy but alien to traditional bank and market analysis, are in danger of disappearing because they cannot get adequate financing through conventional channels.

Now, motivated by the need to create jobs, governments are starting to focus on the problem. And the banks themselves recognize that they are missing out on a host of important business opportunities in some of Canada's best and brightest new companies. Bypass them entirely by getting funds from a new generation of financial competitors. Warren Walker, senior vice-president of commercial banking in Canada at the Bank of Nova Scotia in Toronto, says that never has a 30-year career been so filled with a greater sense of urgency for governments, small businesses and banks to work together to help businesses create jobs. "Make no mistake, we will only be as successful as our customers," added Walker. "There's a liability date of achievement at this far as."

Indeed, the rewards of investing in a successful knowledge-intensive, high-tech company can be rich. In 1991, John Eckert, London Owen and John McElroy, three Toronto investors, put the project with the financial team. They raised \$150,000 of external financing for Softimage Inc., a Montreal software creator, mostly from friends and angel investors. Now, Softimage, whose animation techniques are featured in the movie *Jurassic Park*, is about to be taken over by software giant Microsoft Inc. of Redmond, Wash. And they are about to score a significant financial profit as a result of their early investment. Eckert says that a 55,000-share offering in 1992 at \$35 a share will \$1.5 million. "Softimage was a dream company," says Eckert. "It had an excellent product and excellent management. I think they are off to Softimage on their."

Indeed, investing in New Economy companies, ones that usually involve a high degree of sophisticated technical knowledge, is often more complex than investing in traditional businesses that tend to have simple products geared for established markets. In Bergman's case, for example, the instruments he develops are complex and have very specialized uses, primarily monitoring the weight of transport trucks to help highway officials protect roads and bridges from damage caused by overweight loads. The bankers who found the concept of tort law

ing model, a sophisticated technology based on an abstract scientific principle was still off. Steven Smith, senior market manager for a newly created knowledge-based industries funding unit at The Royal Bank of Canada, says that gaining sufficient expertise to understand new technologies in the banks' first challenge. "If you don't understand it," she said, "you can't lead to it."

To remedy that, most of Canada's Big Six banks are rushing to establish such special knowledge-based units. The Bank of Montreal, among others, has targeted the Northern Waterfront technology triangle in southern Ontario, which specializes in computer related businesses. In Saskatoon, which has become an international centre for agriculture biotechnology research, several banks are racing to get up to speed in that industry.

In addition to inspiring specific industries, the banks are also experimenting with new kinds of financing arrangements that do not rely as heavily on their traditional asset-based lending criteria, which called for securing a line with collateral worth up to two or three times as much as the value of the line. Instead of placing so much importance on assets and collateral, they are placing more attention to cash flow. And, instead of taking stakes, they are buying ownership stakes in companies. This is not to say a better financing arrangement, because the banks will have the potential to be impacted proportionately to the amount of risk to which they are buying stakes.

Despite these initiatives, investors concede that they will never be able to lend money to businesses that are still in the early, high-risk startup phase. Without a commercial product and proof that a market exists for it, banks cannot take the risk. By startup and research-based development of leading, small businesses, and particularly technology companies, self-contract to rely principally on cash from venture funders, founders' savings, from family and friends, and from selected angels and venture capitalists.

Angels, the Broadway term for wealthy investors who finance the production of new plays primarily because they love the theatre, is the term now being applied to a growing number of wealthy individuals, often entrepreneurs themselves, who invest in companies that are in the startup or development phases. In return for their investment they get partial ownership of the business. Bergin's angel was Tim McClellan, a prominent Saskatoon businessman, who put up cash at a crucial moment in the company's development. Allan Ryding, a business professor at Carleton University in Ottawa who has interviewed about 300 angels across Canada, says that the most surprising thing about them is how many there are and how much capital they invest each year. "They lose money sometimes," said Ryding, "but they expect to. Money is only part of the reason they do. They also just like the excitement of being

involved with growing businesses. It's kind of a hobby." He estimates that angels invest, in total, between \$500 million and \$500 million a year in small businesses. Venture capitalists, or professional investors who provide the same kind of financing as angels—but with someone else's cash instead of their own—raise close to another \$100 million a year for small businesses.

Other recent articles on the New Economy

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# Business NOTES



**LEADING THE CHEER:** Bruce West (right), president of Wal-Mart Canada, demonstrates the retail chain's famous spirit by performing an audience of competitors to join in a 'W-A-L-M-A-R-T' cheer last week. West told the Retail Council of Canada's annual meeting that retailers should introduce a 'Buy Canadian' program. And he says that he hopes to increase Canadian-made products in his stores to at least 80 per cent from about 40 per cent now.

## Quebec jitters strike

The dollar fell and interest rates climbed last week in concern about the future of Quebec for the financial markets. For the first time since March, the major banks boosted their prime rate. It went up by half a percentage point to 7.25 per cent. They also hiked mortgage rates across the board by as much as half a percentage point. Finance Minister Paul Martin made an attempt to calm the jitters by making a strong public statement about Quebec's future in Canada and predicting that rates would not rise. "When you've got 4.5 per cent economic growth," said Martin, "when there is no threat of separation, and let me tell you there is no threat of separation—I think in the end that's what's going to carry the day."

Markets blamed Quebec separatist leaders for the uncertainty that is causing rates to

rise. "If the market is going to react to irresponsible statements by separatist leaders in Quebec, is the real, I believe those irresponsible statements will need to against the separatists," he said after a meeting sponsored by the Fraser Institute in Toronto. "It's going to be seen by Quebecers that in fact it's taking jobs away from them."

Markets reacted, made last Friday, but in the weekend. The dollar closed the week at 71.87 cents (U.S.), a loss of 0.60 cents. "When you've got 4.5 per cent economic growth," said Martin, "when there is no threat of separation, and let me tell you there is no threat of separation—I think in the end that's what's going to carry the day."

Markets blamed Quebec separatist leaders for the uncertainty that is causing rates to

### INFLATION VANISHES

Statistics Canada reported that inflation disappeared in Canada in May. Consumer prices fell 0.2 per cent from May, 1985, and last month. The annual inflation rate zoomed into deflation territory for the first time since August, 1985, registering at minus 0.2 per cent. The main driver is a 10-cent tax cut. Lower prices for clothing and a reduction in Quebec's provincial sales tax beginning in May were cited as the principal reasons for the drop in prices.

### TOP EARNER

New York City financier George Soros has topped the earnings charts for 1985. Soros, who heads his investment firm Soros Fund Management, made at least \$1.5 billion last year according to *Financial World* magazine's annual review of Wall Street's 150 top earners. Soros's income matched the profits of McDonald's international hamburger chain and exceeded the gross domestic product of several countries.

### CABLE SALE

Rogers Communications Inc. has begun negotiating the sale of its U.S. cable assets it acquired in its \$2.1-billion takeover of Maclean Hunter Ltd. of Toronto. This has been submitted for the cable franchise in Michigan, New Jersey and Florida. Cable industry observers expect the writing to be on the wall: \$1.6 billion, slightly more than Rogers' target of \$1.5 billion. Rogers, a Toronto-based communications and broadcasting conglomerate, bought Maclean Hunter, which publishes *Maclean's*, in March.

### MACLEAN VETOES FBI

Trade Minister Ray MacLean has taken exception to a suggestion from a U.S. senator that the federal Bureau of Investigation review the people selected by Canada to serve on free trade panels. The officials would have been asked of uncovering any conflicts of interest. MacLean strongly defended the U.S. Justice's allegation that Canadian trade panels having a dispute over software patents are persons because they had done work for the federal government.

### AIR CHINA SHOPS

Air China has ordered three flight simulators from Montreal-based Cals Electronics in an effort to improve its pilot training and ensure flight safety. A local newspaper, *The China Daily*, says that one, Air China and import company China Aviation Supplies Corp. agreed the \$85-million agreement last week.

## THE NATION'S BUSINESS



ers out to be true. Any soon for Canada that has consumed more than it has earned must now pay back its debts by earning more than it consumes.

Part of the disillusionment with Brian Mulroney's government was based on the public realization that the state could no longer deliver the goods, that the money wasn't available to honor his promises. And when voters in the 1985 general election repudiated two of the three old-line parties, it was because they realized Ottawa could never deliver the goods it said. It does no good for Canadians to stamp their feet, demanding which political party is going to make their life better. The answer is none of them, at least none of the honest ones. To be generous with the next generation's money amounts to the ultimate self-delusion.

A sense of what happens when governments don't yield to the harsh dictates of their economies is on view in contemporary Europe. According to a study by the European office of the American insurance firm仲介者 (McGraw-Hill & Co), the market sector's "philosophy of social support and in discussions, long seen as models for other countries in Europe, threatens to become a fatal headache. An entitlement culture has developed, with individuals treating social services and benefits as if they were truly free." The report reveals, for example, that the Swedish government is having big problems with the allowances it pays convicts because so many Swedes are emigrating to Sweden's cities where they cannot earn money so they can be paid and can earn eight times more per day than they would at home. In the Netherlands, an astounding 15 per cent of the population now lives on government disability benefits. In France and Germany, half of employees are eligible for benefits equal to more than three-quarters of their previous net income, paid for practically unlimited periods. "The trend is still on," write the study's co-authors. "Europe's present weaknesses will be aggravated by an aging population, high unemployment, rising health costs and potentially unprecedented levels of inflation. Today's systems will need major readjustment if Europe is to remain economically and socially viable in the next century."

It is breeds like those that are undermining the continent's future. Once the stratosphere of social objectives becomes divorced from increased productivity, the entitlement culture breeds down.

Our last. We live on the treacherous edge of the next millennium, driven by a no longer plausible longing whose future has become as unpredictable as a hurricane. Entitlements to public sector largesse will soon be seen as a privilege rather than a right. If we cannot meet the resultant challenges, the 21st century will—no a phrase—belong to Canada. If we do, Canada will remain prisoners of the assumptions that prevented us from clearing the last century of the current afflictions, now rapidly becoming history, as well as our own.

BY PETER C. NEWMAN

In full significance has yet to be realized, but this country is in the grip of a political resolution of unprecedented proportion. And that's not even counting the radical implications of Quebec's possible secession in independence.

Ever since the defeat of the Charlottetown accord in October, 1985, a new kind of politics has taken hold across the land. It necessarily rejects the shopworn notion that voters can be lured with their own money at夸夸其谈 and succeeded in elections. Having failed to learn that lesson, one option at a party has already been assigned to Ottawa's doorstep. Others could follow; no political inadvertence is safe.

In its wake, this political movement has spawned a new kind of economics which is increasingly such a deep, if still vague, idea that it will not only reform the way we are governed, but drastically change the way we live.

More than any other single factor, this sea change is based on Canadian slow-burn horror stories that our entitlements are running out. Inflated demands on governments at all levels have culled with finite resources. No matter how worthy the cause or the means are, we have to throw back on our own resources. Like it or not, Canadians have become responsible for their own welfare and are expected to shoulder the load for paying their own bills. That's a basic shift in the Canadian character. To suddenly have to give up such entitlements, after generations of depending on the state, adds up to a social revolution of no mean proportion.

The easy money available for Ottawa and the provincial capitals to distribute from an ever-expanding economy has run out decades ago. Easy water, paid off, eager to lay roots, have dashed our soil and water funds, having to borrow heavily at the present. We have, in effect, been selling off national assets to maintain a lifestyle we can no longer afford. International credit agencies—which earlier this month once again cast Ottawa's integ-

**With credit agencies ready to bestow Third World status on us —a Zaire with polar bears—we must lower our expectations**

are getting ready to bestow on Canada the Third World status of a Zaire with polar bears, unless we drastically lower our expectations.

The nation's first entrepreneurs over their oil veins a long and wary, Big Brother will always be there, keeping us out of harm's way, has provided Canadians with a warm, fuzzy feeling. But the review of social policies underway by way of Human Resources Minister Lloyd Axworthy will not concern disaster relief, not just in the way fed

er insistance programs are handled, but in the programs themselves. Something like a U.S.-style reduction in federal spending will be proposed in Paul Martin's next budget. That's a cost-cutting that's battery. His proposals will ignite a fire storm of public protest. The only defense Martin and his government can mount is that the alternative—possibly cutting the country's financial ties to the non-separatist members of the International Monetary Fund—would be even worse.

The hairy clutch shot there being no free lunch, righteously interpreted by political analysts like Peter Newman, prevents governments first task on the responsibility for so much welfare back in the mid-1980s, will only

# 'Erasing old ghosts'

The Rangers win their first Cup in 54 years

On a sweltering night in New York City, after falling one game short of the final round, the Vancouver Canucks quietly announced and packed their gear. "The journey was fun," said red-eyed winger Murray Craven in the Matsuson Seminar Garden locker room. "Not a lot of guys get to play that late in the year. But 5-2... what can I say? We gave it all we had." Vancouver coach Pat Quinn commended the New York Rangers, who minutes earlier had held off the Canucks by a single goal in the seventh game to capture the Stanley Cup for the first time in 54 years. But his sentiments lay with his own soldiered crew. "My heart is full of pride for our kids," Quinn said. "They did a hell of a job." The Canucks, better known in New York as "Canucks," had every reason to be proud: exuberant and overhyped, they came alive in the playoffs, fighting back repeatedly to outlast every play-off team. Stanley's cup, though, became his primary focus in the closing final in recent memory. "It was the kind of series," said Vancouver's assistant coach Ben Smith, "that should end with both teams going out for a few drinks together, like family does."

Indeed, the series ended last week with an epic celebration in New York that, unlike the aftermath in Vancouver, included no looting or rioting. So much for civic stereotypes. Tens of thousands of people packed into the Madison Square Garden streets, merely shouting and barking horns. And no one had more reason to rejoice than Rangers defenceman Brian Leetch, who became the first American-born winner of the Conn Smythe Trophy for playoff most valuable player—and a recipient of a phone call from the White House. "Congratulations, man," Press Secretary Bill Clinton said. And when the conversation was over, Leetch quipped: "Was that David Caruso?" No, it was not the called impasse

ey for many in the Big Apple early last week, outshining even the New York Knicks' bid for a National Basketball Association championship. Outside Madison Square Garden before the final NHL game, Eric Marsbach, a 36-year-old collections clerk from Long Island, suggested that a Rangers loss would have disappointed fans. "Hockey's for the bridges," But Patricia Catalano, 22, a sales clerk from Queens, was not so sure. "I don't know what I'd do if they lost. But I will always be a fan," she says.

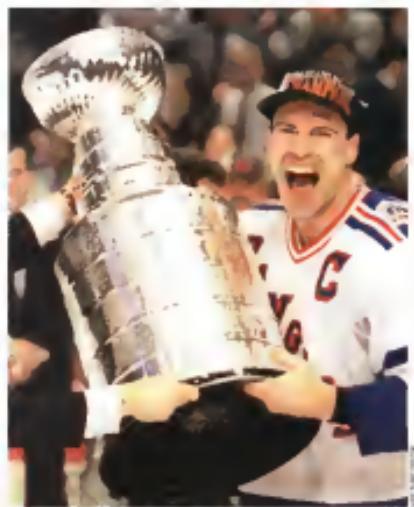
In the end, the home team—aided by seven former Stanley Cup winners from the Edisons of the 1930s—gave it their all, but were unable to stop the charging Canucks. A little late, belated, too. Down 3-2 in the third period, the Canuck cause suddenly close to tying the game when two shots rang off goalposts. When time ran out at last, nearly 100,000 fans erupted in a single roar, exorcising the demons of playoff's past. "The exhalation of winning here after 54 years," said Messier afterward, "was amazing all the old ghosts."

Conceding that Leetch's talent pool has been diluted by expansion, the competitiveness of the series spoke well at the game's conclusion. "Neither of these teams would match up with the Montreal Canadiens of the 1970s or the New York Islanders and Edmonton Oilers of the '80s," said Montreal broadcaster Dick Irvin, who annotated the last line of the 1970s' final in his 1990 "But it's over, it's over, it's over" book of a series. "While it may have been the last hurrah for some veterans, Rangers' team officials

hope they have enough talent to contend again. The more youthful Canucks, meanwhile, came home in a massive reception at BC Place stadium. The team announced that they re-signed Braden Holtby, Peter Budaj for another four years—for a reported \$85 million. That contract will likely raise the price for goalies Kirk McLean and such long forwards as Trevor Linden, Cliff Ronning and Greg Adams. But even if they stay together, the Canucks are not guaranteed another shot at the Cup. "It's hard to get this far and not take home the silverware because you never know when you might get the opportunity again."

That went a chill through the Rangers, who have long been treated with charts of "1940"—the last year they had carried away the Cup. That unpleasant history made hook-

A victorious Messier: the most exciting final in recent memory



JAMES DENCIN/IN New York City



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What Matters To Canadians

## SPORTS



*Fredie outside his Little Italy cafe: soccer was good for business, too*

The first big wave of Irish immigrants were peasants escaping the potato famine of the 1840s. But the flood of Italians began to arrive a generation later, and the two groups clashed on the Brooklyn docks over jobs and in the neighborhoods over turf. But the building boom of the late 19th century provided jobs for all. And post-Second World War prosperity enabled a large proportion of both groups to move to the suburbs, including New Jersey, where last week's game was played at Giants Stadium in East Rutherford, across the Hudson River from Manhattan. "The streets around here are too crowded to play soccer," Francis Michael La Malfa, 40, half-jokingly, pointing out the statue of Our Lady of Pompeii. "Out in the suburbs, there's no space."

Over time, though, the Irish and Italians coexisted because less divided and discovered that, in addition to their mutual allegiance to the Roman Catholic Church, they shared values and attitudes about work and family. "They had always had those qualities," he said. "Over the years the sharp edges of their differences have worn off." The old friction has been replaced by a friendly rivalry, played out acrimoniously in city politics and last week on the soccer pitch. It was particularly evident at Woodside, a quiet Irish neighborhood of tree-lined streets and new houses in Queens, just across the East River. At McGovern's, a local pub, a mural depicting the underdog kids in green was painted on the corner behind the bar, and up to the cash register was a photo of Irish coach Jack Charlton (who is actually an Englishman) standing with Everton's John Barnes. There was even an Italian flag, with the words "Wiseacre Italy" written across it. "The games bring people together," explained one patron, Victor Danzeni, a 45-year-old man who emigrated from County Cork, Ireland, a decade ago. "It gets people interested in the same things, and I suppose it motivates some for the future."

It certainly does. And in Little Italy, where locals and tourists alike go for pasta and cannoli, soccer is also good for business. Restaurant Pepe Piscia, a 65-year-old native of Naples, was emphatically in the World Cup spirit. "People are coming here from South America, Europe, all over," he said, greeting "Miles of them." To help lure them in, he had hand-painted the bags of all 24 teams in his outdoor seating area and dressed a mannequin in an Italian soccer uniform. As it turned out, Fredie's confidence in the Italian team was misplaced for an opening game. On a hot and humid Saturday at Giants Stadium, the Italians lost to Ireland 1-0 in a half-dought game before a raucous capacity crowd of 76,000—but another success story in the land of opportunity.

## Home away from home

*The World Cup rekindles ethnic rivalries*

A few blocks from the heart of Little Italy, where posters and murals trumpet the arrival of the 1994 World Cup, Our Lady of Pompeii stands as a symbol of the neighborhood's past. Dominating a small square, the church, built in 1886, served a part of Lower Manhattan that in the early years of the century was overwhelmingly Italian. Thousands worshipped under the intricate frescoes that adorn the vaulted ceilings in its grand main hall. But the descendants of those Italians who came to New York City in search of a better life eventually found it in the suburbs, leaving the church with fewer parishioners and a franciscan friar who officiates at the service that church officials say is slowly sinking into an old coat that runs beneath it. Yet the building remains central to the lives of those Italian-Americans who stayed. Most of them are retired now, and in the face of all the change that surrounds them, the church is a reminder of who they are and where they came from. And in this season of soccer in America, the World Cup does the same. Joseph Guarino, a 75-year-old parishioner, was born in the neighborhood, but his soccer memories go further back than that. "Italy will go the World Cup," he predicted, "because the Italians are the best."

In the so-called melting pot that is the United States, nearly every one of the 24 competing nations is the "home" team in the mostly

long soccer tournament that began last week. Immigrant communities turned out in force to support their teams, helping organizers sell a record 3.5-million tickets to games in nine cities. For the opening match in Chicago, the stands at Soldier Field were filled with German Americans, who cheered the defending champions on in a 1-0 victory over Bolivia, which also had a vocal clutch of supporters. But nowhere were visiting fans more at home than in the New York area, where by the look of the packed stands, Italy faced Ireland in a rivalry with deep local roots.

The two ethnic communities have modern-day New York, and their continuing influence is reflected in the fact that New York state's two current senators are Irish (Democratic Daniel Patrick Moynihan) and Italian (Republican Al D'Amato). To maintain the balance, organizers chose ethnoculturally correct singers to perform before the start of the June 18 games (Barry Manilow, the pop group Hall & Oates, and Enya). The persistent talk of the neighborhood was all about whether the soccer final would contain Italy's superstar Roberto Baggio. But their intense interest went beyond the athletic competition, says Robert Scally, a history professor at New York University and the director of Ireland House, a cultural centre. "For the Irish and Italian fans," Scally, "this is about national consciousness."

JAMES DEACON in New York City

O.J. Simpson is charged in the brutal murders of his ex-wife and her friend



From left, under arrest; police mug shot; photo days in Belfield; with friend (below); 'the most O.J. and not this last person'

# The fall of a legend

A chase never go, O.J. Simpson's life-or-death flight across Los Angeles was more strange than sensational. Captured by TV cameras stored from helicopters hovering overhead, a white Ford Bronco drove along freeways at normal speeds, a phalanx of police cars in close pursuit. Gasoline—like so many Hollywood extras—stripped out of their cars as firehoses and an overpass to watch and cheer the speed procession. Inside the Bronco, driven by Simpson's old friend and teammate Al Cowherd, the American football hero known to fans as "Juice" was

holding a blue steel revolver to his own head while talking to police on a cellular phone, demanding to see his brother, LeRondary running back sports commentator and actor in several action films, Simpson had turned fugitive, facing charges for the brutal murders of his ex-wife, Nicole, and her friend, Ronald Lyle Goldman. After 100 km, the Bronco turned off the freeway onto Sunset Boulevard and headed to Simpson's \$1.5-million mansion in the posh Bel-Air section in the final, tense showdown. Copsriegated with police, Simpson captured to what he believes—and hundreds of Sandy

spectators cheered and held signs saying "Go, O.J." and "Save the Juice."

The 90-minute stand-off at the house ended just before 9 p.m. Friday, L.A. time, when 48-year-old Oriental James Simpson finally surrendered. He had something to drink—strange juice—and was driven in the Los Angeles County jail, where he was placed on a 24-hour suicide watch. The Hall of Famer had already written what sounded like a self-incite note, addressed to the public and to his wife, Nicole, in the pitch-darkness of the final Friday morning when he disappeared from a Studio City Valley house where he was staying, breaking an earlier promise to give himself up if he were charged. In the note, he named my mother-in-law as Nicole Simpson's "best friend" ("I love her"), thanked his friends and then added a request to remember "the real O.J. and not this last person."

Charged with two murders, the pride of O.J. could kiss the death penalty if convicted, but although he has the right to disclose officially what evidence they have, folks looked to the media throughout last week pointed accusatorily at his direction. A bloodstained glove—matching another found at the crime scene—was allegedly discovered in Simpson's home. There were unconfirmed reports of bloodstains in his driveway and

Police cars in pursuit of Simpson holding a blue steel revolver to his head



in his car and even more blood at the crime scene that matched his tie. Simpson—who cast the former homecoming princess when she was an 18-year-old ingenue—denied that his seven-year marriage to Nicole had been particularly stormy. But back in 1985, he pleaded an enticement to charges of kidnaping, slapping and damming to kill her. And last week, police confirmed that Nicole Simpson had made subsequent calls to 911. After their divorce in 1989, they continued to see each other, and friends say there was even some

talk of reconciliation. But, said a close friend of the family, who asked to remain anonymous, "she totally broke it off with him three weeks ago. He was telling her friends and her that if he ever caught her with anyone he would kill her."

On June 12, the afternoon of the killing, they both attended their 30-year-old daughter, Sydney's, dance recital. That evening, Nicole, 36, dined at the trendy Melrose restaurant near her homebase, Goldstein, 25, who was a close but photic friend of Nicole's according to his family, was working in a winter at the Melrose. A few hours later Nicole left, when she called the restaurant to say she had forgotten her eyeglasses (her Goldstein offered to deliver them). His wife, Nicole Simpson's bloodied bodies were discovered shortly after midnight.

Police have reportedly put the time of the matinée at 11 p.m. At the time, Simpson's lawyer said, O.J. was at his own home three kilometers away, waiting for a limousine to take him to the airport. Records show that Simpson boarded at 11:45 p.m.

Flight to Chicago, where he was scheduled to meet with officials of Hertz rental cars, with whom he had a long-standing endorsement deal. When police called the next morning to tell him of his ex-wife's death, Simpson returned immediately to Los Angeles, where he underwent questioning. He later attended Nicole's funeral along with their daughter and son, six-year-old Justin.

Simpson, through his lawyer, has confined his thoughts to last week, preoccupied his inmomes. And friends and colleagues rallied to

defend him, calling him unusually likable and the charges against him inconsequential. We "haven't listen to something like this with the O.J. that I know," said Roy Yacy, a fan tournament at the University of Southern California. "In fact, I'm not even sure he realized in the magnitude between the horrific crimes and Simpson's iconic status—not only as an athlete, but as a personality and a mega-rich star."

The father of four children, Simpson grew up in the mid-1960s Potrero Hill neighborhood of San Francisco. His father abandoned the family when Simpson was 4 and his mother supported the children on her earnings as a hospital orderly. Simpson was, by his own admission, a bit of a scamp. But he grew up an athlete and, in 1965, when his high-school mates were too weak to get him into a superior school, Simpson enrolled at the City College of San Francisco. It was there that his remarkable running ability first drew national attention. For his final year, he transferred to Southern Cal, where he broke every college running record, won the prestigious Heisman Trophy and emerged two years later as the number 1 draft pick of the then-bipolar Buffalo Bills.

As a professional, Simpson broke 15 league rushing records by the time he was 30, despite having never played on a Super Bowl-winning team. And he earned a then-league record annual salary of \$1.61 million in the mid-1980s in his final year with the San Francisco 49ers. Sportswriters took to calling him the best running back ever—though experts could argue. They also called him the "Mr. Clean" of football, a clean player whose on-field heroics and easy-going personality combined to make him a hot commercial property. Simpson had bad luck and clothing problems after him and he endorsed录带 and books. In the 1990s commercials, he dashed through sports—old women cheered him on, one woman from the mid-1990s noted that out of 18 American women recognized his face and considered him attractive. He announced that he was ending his relationship with Simpson.

Beneath the public persona, however, there was a string of personal troubles: Simpson's first marriage to his high school sweetie ended in divorce in 1989. Then the couple's 18-year-old daughter, Arnica, drowned accidentally in a backyard swimming pool. And soon after that, an injured left knee forced Simpson to quit football. He went to act in a handful of movies—including the recently released *Naked Gun 33 1/3*—and work as a television sports commentator. But all that new screen long ago. With his ex-wife dead and a dramatic trial looming, the O.J. Simpson story had been transformed from a classic tale of success into an American tragedy.

MARY NEMETH with correspondents' reports

# Glimpsing life's mystery

*Great plays come alive at the Stratford Festival*

**T**here is a scene near the end of the Stratford Festival's production of *Long Day's Journey into Night* that is, simply, wonderful: an entire theater, Stratford's Victoria Hall, employing the retired actor James Tyrone—tells his son Edvard (Tom McCrory) the story of his unrequited boyhood, when he was forced to quit school and work in a factory. Then he goes on to recall how he became an actor—and destroyed his family by spending his best years in a commercially successful but artistically hollow play. Hall delivers his lines with such clarity and honest simplicity that during a recent performance, the 300-seat Tom Patterson Theatre became completely silent—except for the faint shuffling of people struggling to hold back tears. It is out of those rare, timeless moments when a great performer combines with a great play to catch something of life's elusive mystery.

Oddly enough, it is sometimes forgotten that the Stratford Festival exists to make such moments possible. The festival has grown so large—it's \$34-million budget makes it the biggest theater festival in the Western Hemisphere—that it is often discussed as if it operates were its central occupation. It brings its home city, Stratford, a two-hour drive west of Toronto—an estimated \$300 million annually in economic benefit.

## A great actor comes home

**L**ast winter, when Martha Henry first considered taking the role of Mary Tyrone in the Stratford Festival's 1994 production of Eugene O'Neill's *Long Day's Journey into Night*, she thought she was too young for the part. But the role, she revisited the play, which she had not looked at for years, "I discovered Mary is exactly my age. God, how that goes," said Henry. The 57-year-old actor took the part, and made an instant return to the Stratford stage, where she had last acted 12 years ago. "She deserved *Martha* as *An Ideal Husband* [there in 1982]. One of the few times I've been there since 1982, Mary had left in 1980 after being fired, along with three colleagues, from the festival's group artistic directorhip. The board's decision to replace the so-called Gang of Four with a British director after only three months caused a bit

of nationalistic controversy. The current artistic director, Richard Moncrieff, defended Mary's return as a long-overdue righting of wrongs. Said Moncrieff: "Having Martha back represents a healing of wounds."

By the time Henry left Stratford to act and direct on a Westcoast basis, she was to be actress Genevieve (Gene) O'Neill (1908-1980) and David (1911-1980). And since 1990, she has been a producer and removable artistic director of the Grand Theatre in London, Ont. Today, Henry is philosophical about the events of 1982, pointing out that without those, she might never have ventured into success. But pleased is the same breath, she bemoans the all-too-ugly impact of the rupture with the festival. "I have never denied the fact that much of what makes up an actor is grief and sorrow."

Henry, who lives with fellow actor Rod

Stevens (he plays a doctor, one night, and of course, of course, of course) and his partner, director, and a gay off-Broadway director, given increasing artistic director Richard Moncrieff a chance to start afresh.

But while many believe that Stratford goes it out, finally, what the unversed festival is about. At its best, Stratford is a workshop of theatrical experiences not readily available anywhere else. It is one of the few theaters in the world that, by concentrating on the classics, gives people the chance to discover that the great plays of the past still have a great deal to say. Of course, not all of the festival's production make this clear. Every year there are some mediocre shows. But the 1994 season is shaping up to be one of the strongest ever, with two electrifying, high-style productions of the Edward Rostand-nadjastrada *Cyrene as Regret* and of the Gilbert and Sullivan operetta *The Pirates of Penzance* and Moncrieff himself has directed two plays by Shakespeare—Twelfth Night and *Measure for Measure*—that showcase some superb performances.

But the crown jewel of 1994 is far (there are two more springs this week, and another three later in the summer) in *Long Day's Journey into Night*, the 1941 masterpiece by American playwright Eugene O'Neill, directed by Diana Lissman. The play moves slowly

Mary is a thankless role, since the woman is so entirely manipulative and theatrical her presence grants, like daggers down a blackboard. But Henry, while portraying her with care and playing nervously with her hands—a nervous cry for help. In many ways,

to survive in any way or shape she can. Moncrieff's production of *Measure* is decidedly minimalist, the director has cut out large chunks of the text and staged the famous wedge play with only a few chairs for a set.

Butch and has a 21-year-old daughter, Emma, from a previous marriage, is very different in vision from the bohemian and world-wise Mary Tyrone in *Long Day's Journey into Night*. The open, sometimes harshly honest, sometimes so sweetly lonely affection, with so many of her feelings so raw, that there is understandable drama in the way she holds the listener with her long, expressive eyes.

Barbara Marta (Ruth) (the name Henry gave her from her marriage to a Winnipeg actor), she goes up in Everset. When her parents were divorced, the six-year-old Martha went to live with her grandmother and made the discovery that shaped her life. In an old trunk she found some theater scripts that had belonged to an uncle who studied stage lighting at university. One concluded a dialogue between two women: "It was as if a huge door had opened in my mind," she recalled. "I could be one of those women." The brilliant child of divorce had found a world where she belonged. "I could have a valid

existence, because it was written down."

Henry appeared in school plays in Detroit, and especially acted on summer theater. But when most of the young American actors she had wanted to work with in New York City Henry instead signed up to act at the Stratford Festival, where she had also played a high-school student, "Tessie" in *Cambridge, Cambridge Was Home*," said Henry, a Canadian citizen. "Because serious theater was recognized here as something valid and exciting—why it seemed to me it wasn't in New York." She was among the first graduates from the National Theatre School in Montreal, and in 1982 she made an electrifying Stratford debut as Miranda in *The Taming*. Many outstanding roles followed, including a 1987 appearance as Ophelia in Chékhov's *Three Sisters*. Now Henry's Mary Tyrone must be added to the list, both as an achievement in itself, and as a sign that a great actor has come home.

J.R.

JOHN DICKHORN is a playwright.



Henry: a commitment to serious theater



Scene from *The Pirates of Penzance* with Jason (left), Christopher (center), and Steven (right).

Steven Oramette makes an interesting, straightforward and of course, of course, of course. His performance is grand, and it is both commanding and intimate. Several key acts are taken by younger members of the company. They do a great job, but when old Stratford hands Douglas Bell (Ogilvy) and Brett (the Fast Foodie) launch into their lines, it's like watching Wayne Gretzky and Mario Lemieux skateable effortlessly through a pack of junior leagues.

A similar imbalance haunts Moncrieff's beautifully-looking *Twelfth Night*, where he has promoted a few actors who play in which they are not at their depth. Still, there is splendid theatre here, especially in the comic subplot, where these two daps, Sir Andrew Aguecheek (Moncrieff) and Malvolio (David Williams) are brought hilariously to life. And Lucy Peacock lends a delightful sexual ambiguity to Viola, the young white-wheeled woman who disguises herself as a man.

The star of both *The Pirates of Penzance* and *Cyrene* is Stratford's most charismatic star, Colin Firth. As the pertling king, Firth, he commands the stage with a blinding, eyes-wide-vampishness reminiscent of the old school film star. The comparison is apt, since director Brian Bruce and writer Tom Woods have created a timeless story for Firth's setting it up as a 1950s Hollywood movie being filmed by a matinee director, Heinrich Van Schenck (played by Woods as a sort of Don Quixote). Firth commands the stage with such tangible joy at the Stratford Festival, where the half-asleep play a high-school student, "Tessie" in *Cambridge, Cambridge Was Home*," said Henry, a Canadian citizen. "Because serious theater was recognized here as something valid and exciting—why it seemed to me it wasn't in New York." She was among the first graduates from the National Theatre School in Montreal, and in 1982 she made an electrifying Stratford debut as Miranda in *The Taming*. Many outstanding roles followed, including a 1987 appearance as Ophelia in Chékhov's *Three Sisters*. Now Henry's Mary Tyrone must be added to the list, both as an achievement in itself, and as a sign that a great actor has come home.

In *Cyrene*, Firth comes with a swell and a witlessness as no surprise, but it is wonderful to see how much pathos he possesses in Cyrene, with his grotesquely big nose and his unrequited love for Eugene (played by Barbara Marta with an attractive boldness). Firth gets a lot of help from a huge cast—nearly 80 actors—superbly directed by Derrick Galley. The production is an outstanding example of Stratford's ability to create a spectacle—with meaning at its core.



# Don't look back and other advice

BY ALLAN FOTHERINGHAM

I am the one of your high school graduates. Now you're a grown-up. The lessons are mine. What's with journalists? Any hopes? How do you get one of? Would you recommend it as a profession? What advice

The letters have arrived at the right spot. This department is a world authority on free advice. A. J. Leitching and newspapers can be more fun than a good time. That is true, but you must follow strict rules.

The first wisdom ever given for getting through life, which journalists sometimes remember, was offered by Satchel Page, who could throw a curveball better than even the most devious managing editor. Because he was black, he wasn't allowed into the major leagues until he was past his prime but was still pumping his high ball one of my 96 lire survived on the mound because of the six rules he followed:

1. Avoid fried meats which angry up the blood.
2. If your stomach disputes you, lie down and party it with cold thoughts.
3. Keep the pants flowing by juggling around gently in your move.
4. Go very lightly on the sexes such as carrying on in society. The social rumble isn't real.
5. Avoid running at all times.
6. Don't look back. Something might be gunning at you.

This is very good stuff, philosophy that has sustained me through those too many years, especially the suggestion to stay away from the social rumble, which is marketing.

Sports people are very good on advice, since they are in a racket business, especially in management, where the interests would be in conflict. Jack Hurley, the old Seattle Mariners manager, advised: "If your catcher can't cook, run away from home." Also: "Never trust a young man who smokes a pipe. All the time they sit around trying to look thoughtful. Actually, they're trying to figure out how to steal a fur slave."

All true. If you want to be a success in



journalism, there are additional tips:

Never argue with a woman.

Read if you don't read, you can't write.

If a publisher offers to tell you something off the record, examine him to go to the law and then come back. That's what he wants to hide and then print it.

Be honest as much as possible. It does the soul good.

Stay away from journalism schools. You can teach journalism. You either got it or you ain't.

Don't talk to the marriage. No good has ever come from it.

Learn to listen. (Newspapers were better before the tape recorder was invented.) Most people feel they are misunderstood—which is how journalists make a living. Most people don't really listen while you're explaining how you break your ankle shoving them. They're simply waiting as they can tell you about the golf-

bladder operation they had four years ago. High people feel they're simply misunderstood. If you just listened ... really ... is that right? ... never realized that ... human is a absolutely amazing what they will blurt out. Ask Bob Woodward.

Editor is people who separate the wheat from the chaff—and then press the chaff!

If you're thinking about getting married a good test is to first to travel two weeks in a car with him/her with another couple.

Never worry about things you cannot affect. With that in mind, try to think about Rollerblading, O.J. Simpson potato chips, McDonalds, starring plastic left-Saints Cupps.

It won't help it print it. There are plenty of other losers around to do the business.

Never have lunch with a public relations man. He's always a failed reporter. Never censor yourself. If something has to be deleted, make the editor edit it. Hell is filled with journalists who didn't have the courage to face it and fear it would be rejected.

Do not try to dress too well. It will only make your friends suspicious. Stay out of the office lounge as possible. You'll never learn anything sitting around talking to other newspaper folks.

Be wary of people you have never seen laughing.

Marty Krugman said editorial writers are people who come down out of the hills after the battle and shake the wounded. Every newspaperman should be an editorial writer—sober.

Read George Bernard Shaw before you're 20. George Santayana before you're 30 and George Burns after you're 40.

Write the way you talk. Write the way other people talk. Write an if you're talking to someone. Jane

Austen this not?

Travel. You can't be a scuribler unless you travel, which gives you the perspective on how great your own country is. The people who appreciate Canada the most are the people who have been away from it.

You will learn more from reading other people's stuff than reading your own.

All the great newspaper people come out of the sports department. It is because they're enthusiastic about something. I've never heard about anyone being enthusiastic about covering soccer blythes.

When you go to university, take every thing—economics, psychology, political science. Later, for sure—choose creative writing and English. If you do that have those in mind in your soul at the first place, forget it. Because an embodiment. Or a public relations man.

Don't get married until you're 30.



catch the  
fastest  
man  
in the  
world

—Linford  
Christie

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There is no law that says you

can't make love at 4 in the afternoon on a Tuesday

shall not study a sunset or train butterflies must pay tax on itemized moments of pleasure

may not have extra mushrooms with your steak can't disembark in Tortola and stay there

must pack worry along with your luggage can't learn about life from a turtle

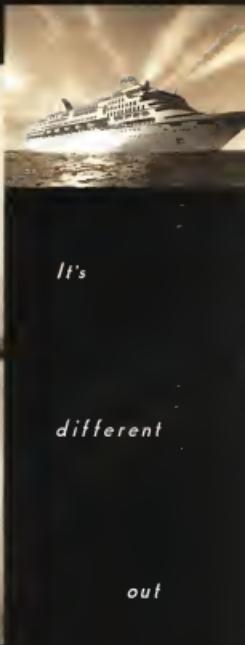
must contribute to the GNP every single solitary day of your life

absolutely must act your chronological age not your shoesize shall maintain strict economies of emotion

can't make love again at 5 in the afternoon on the Tuesday we spoke of earlier

because the laws of the land do not apply

the laws are different out here.



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